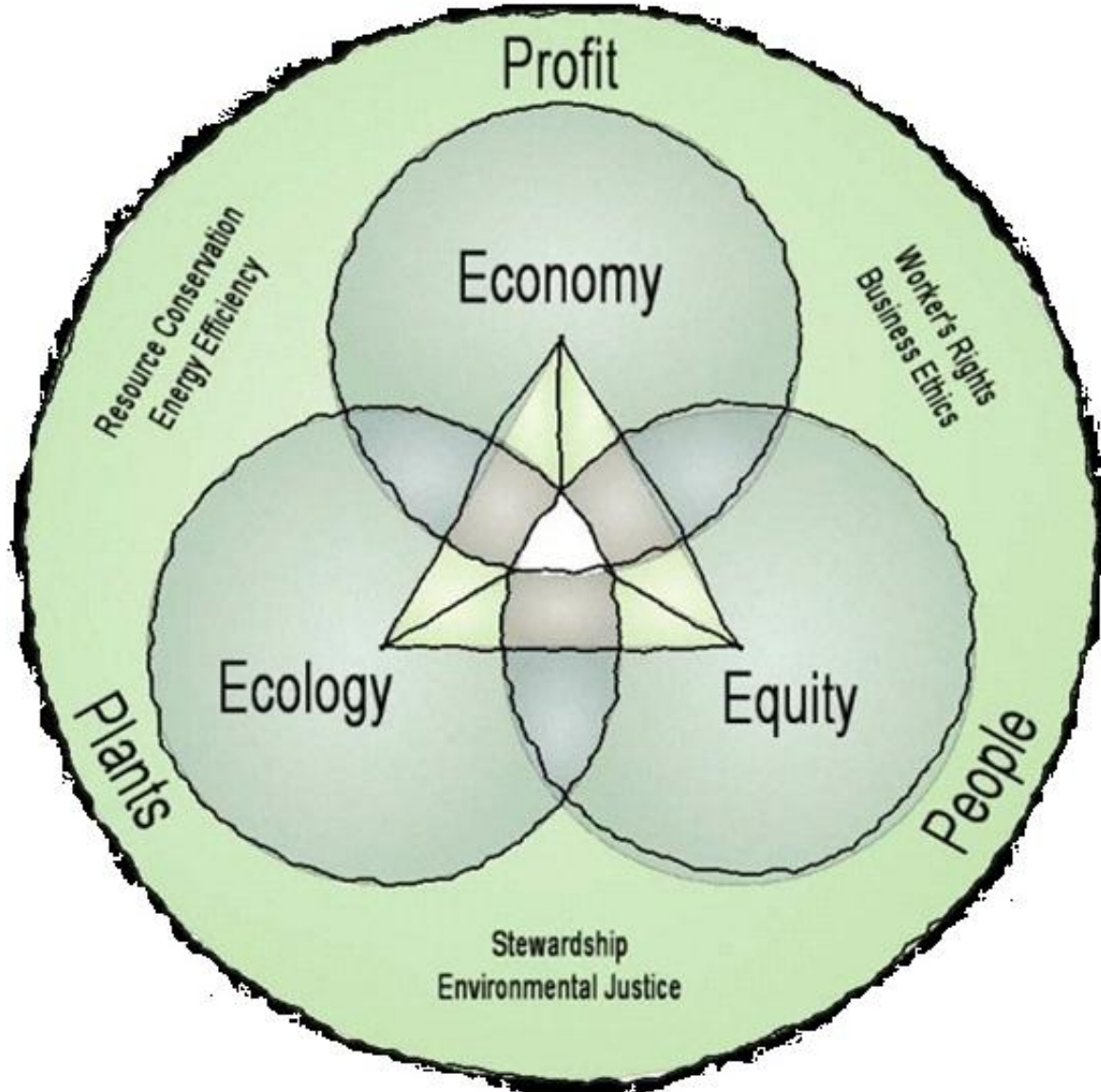




Wenatchee



Sustainability



Housing Affordability



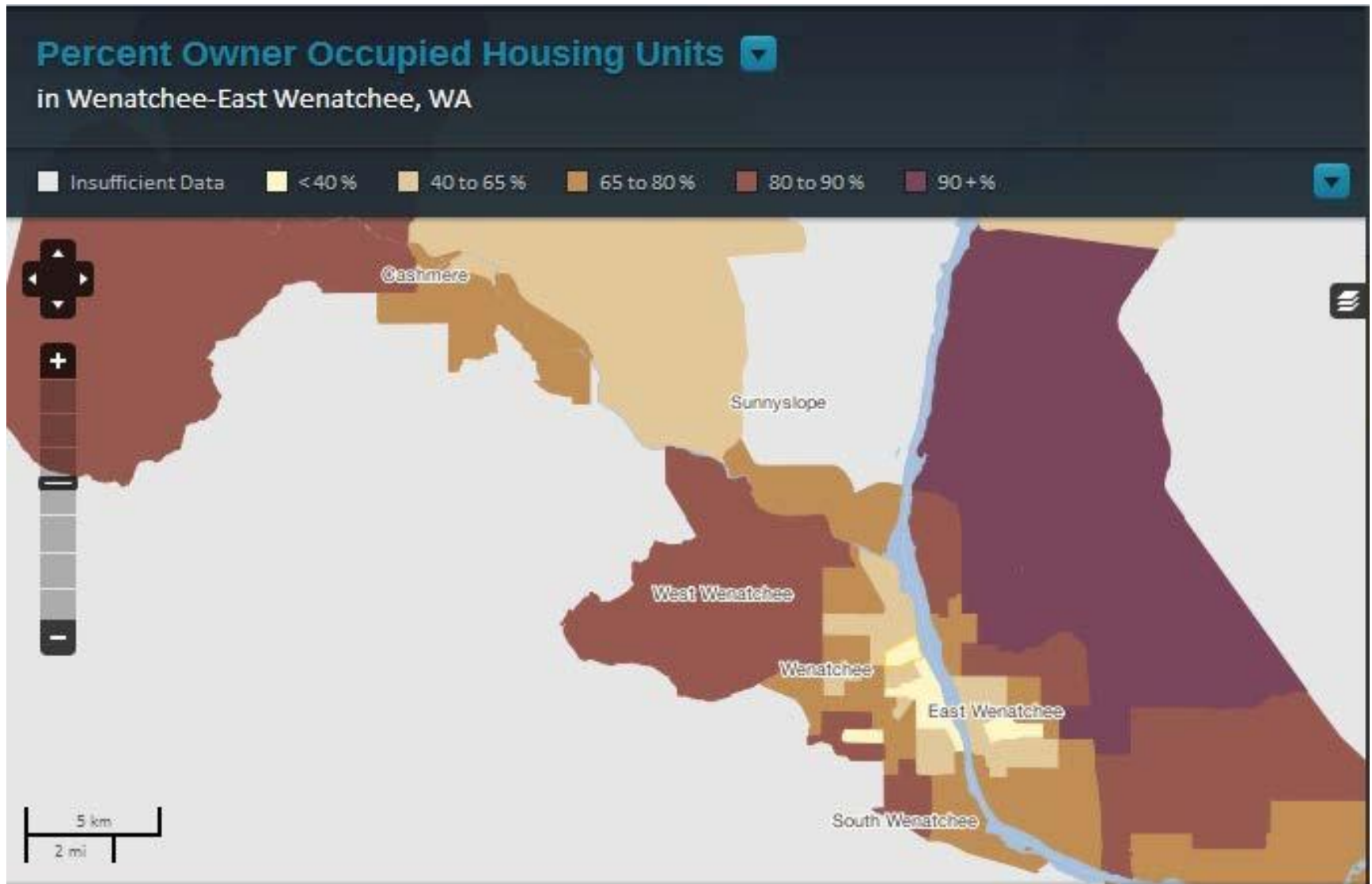
Housing Affordability



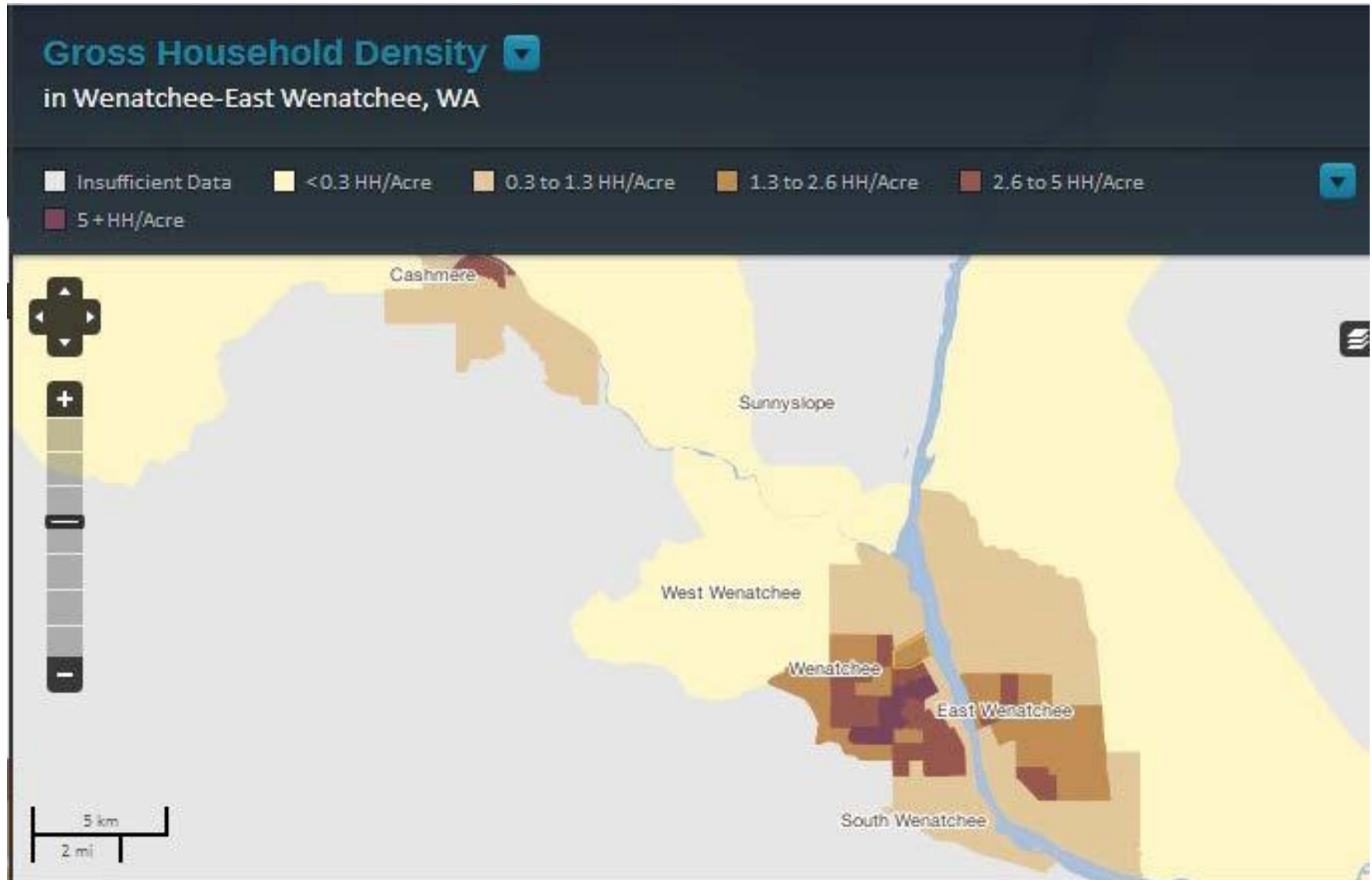
Housing Affordability



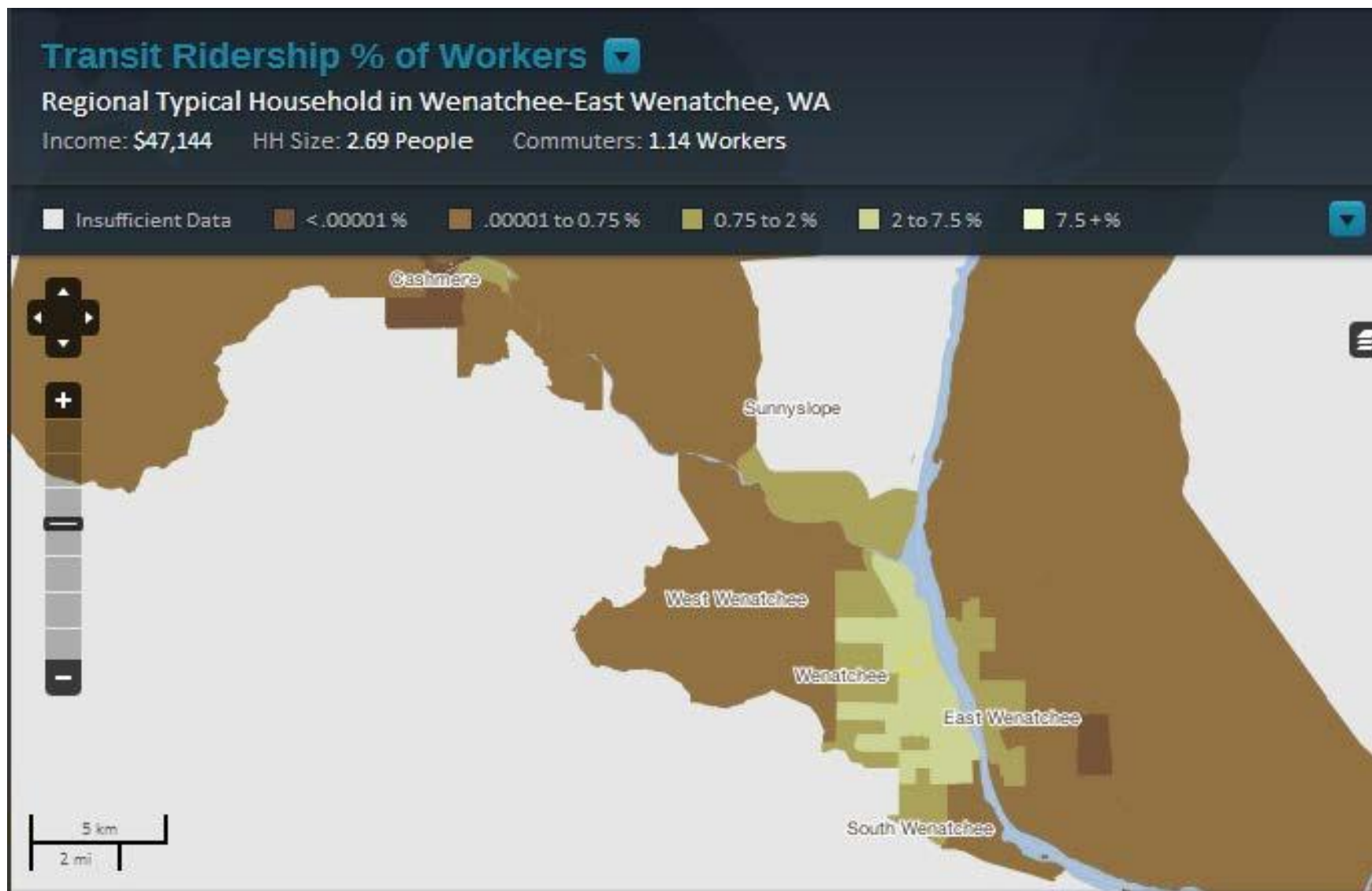
Rental vs. Owner-Occupied



Household Density



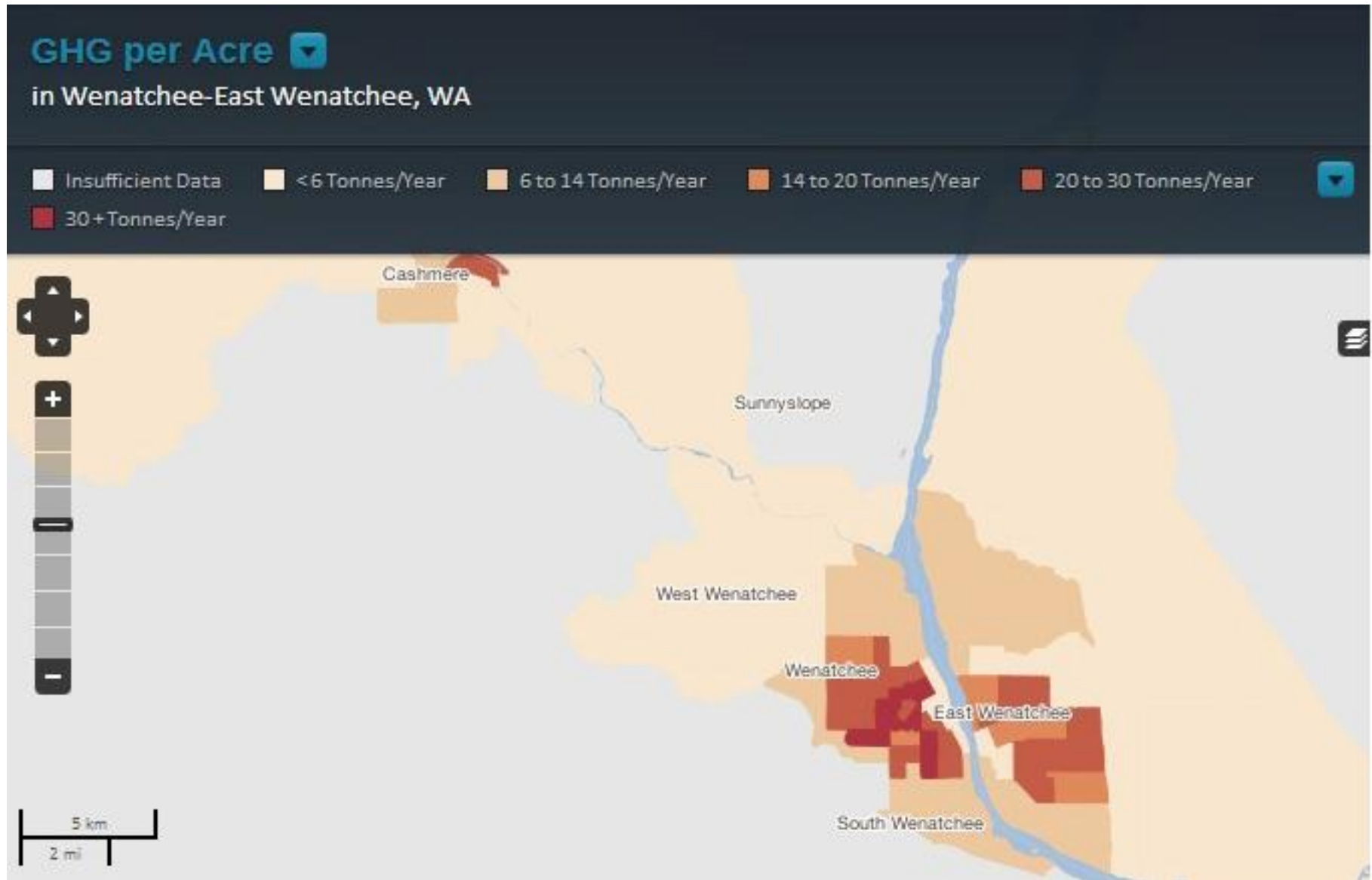
Transit Ridership



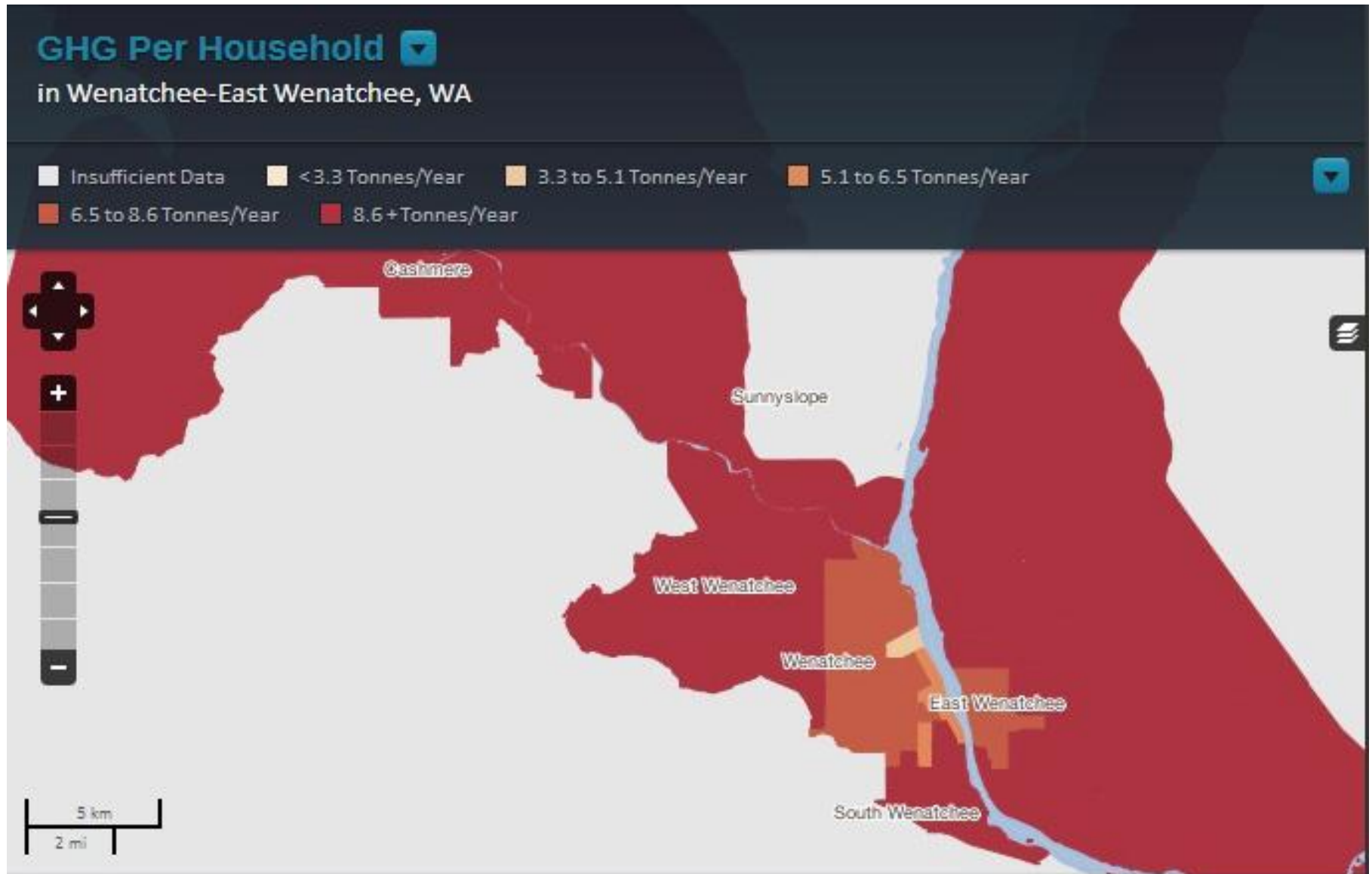
Vehicle Miles Traveled



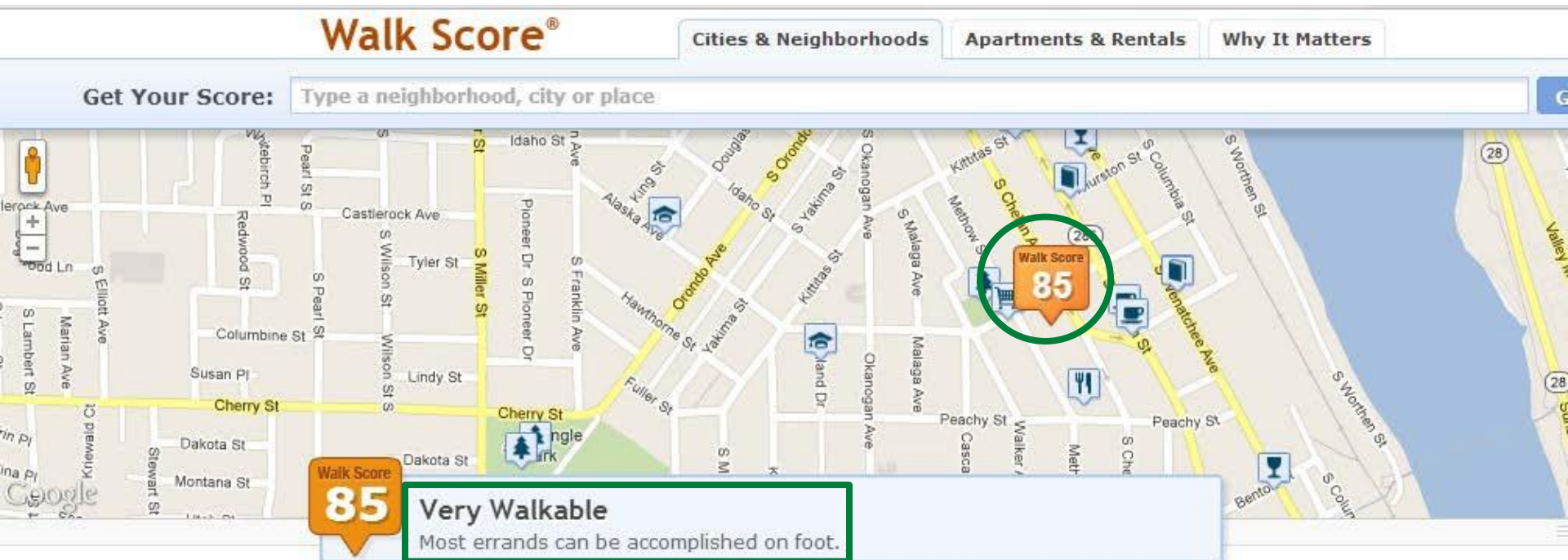
Green House Gas Emissions



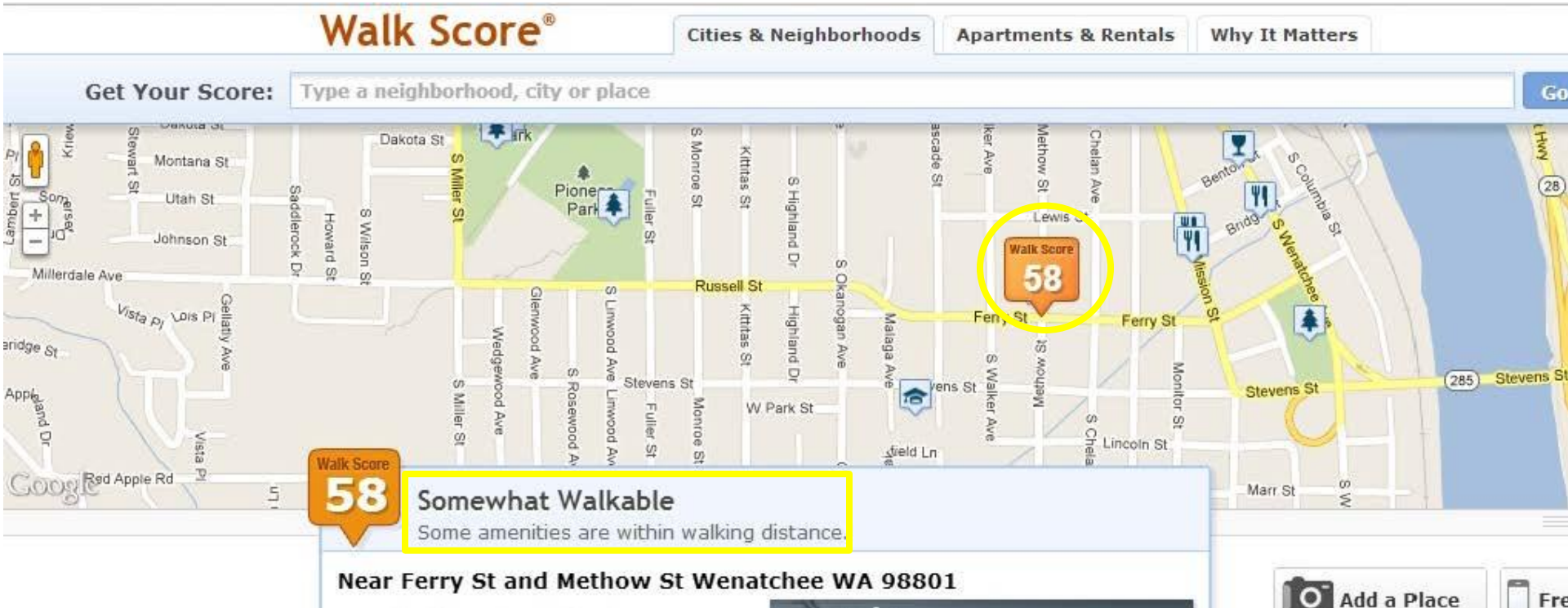
Green House Gas Emissions



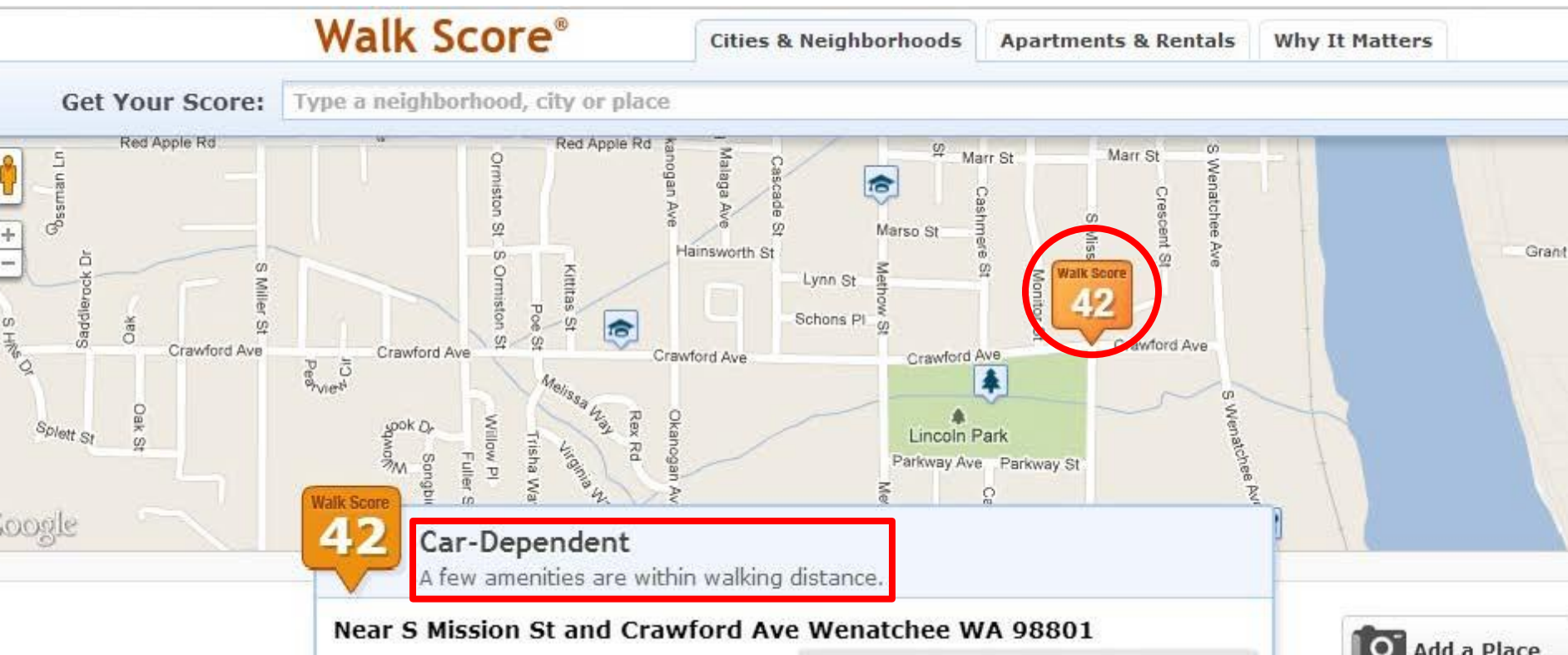
Walk Score – Community Center



Walk Score – Ferry & Methow Streets



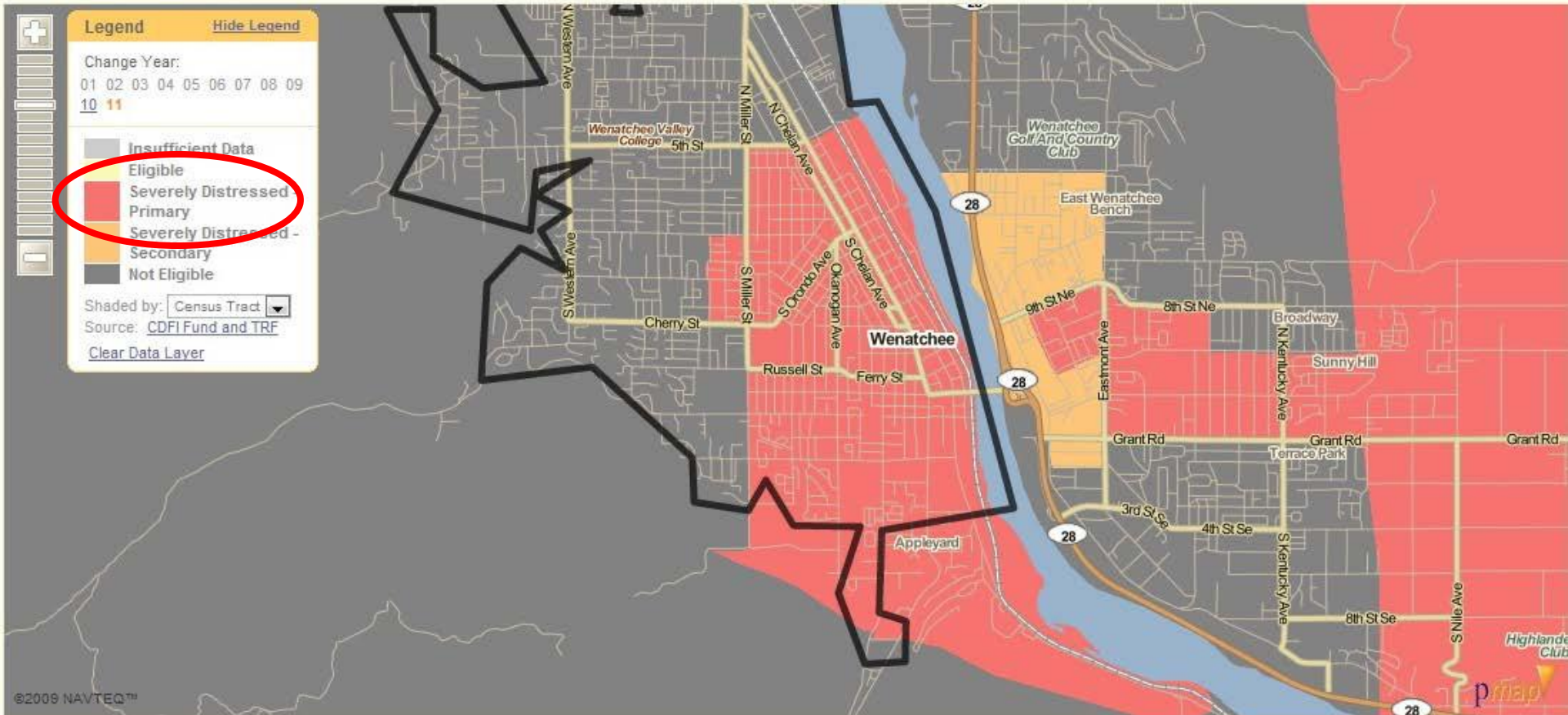
Walk Score – Mission & Crawford



New Market Tax Credits

New Market Tax Credit (NMTC) Program Eligibility and Severely Distressed Status, as of 2011. [details ▼](#)

Washington > Chelan County > 98801



39% Tax Credit over 7 years



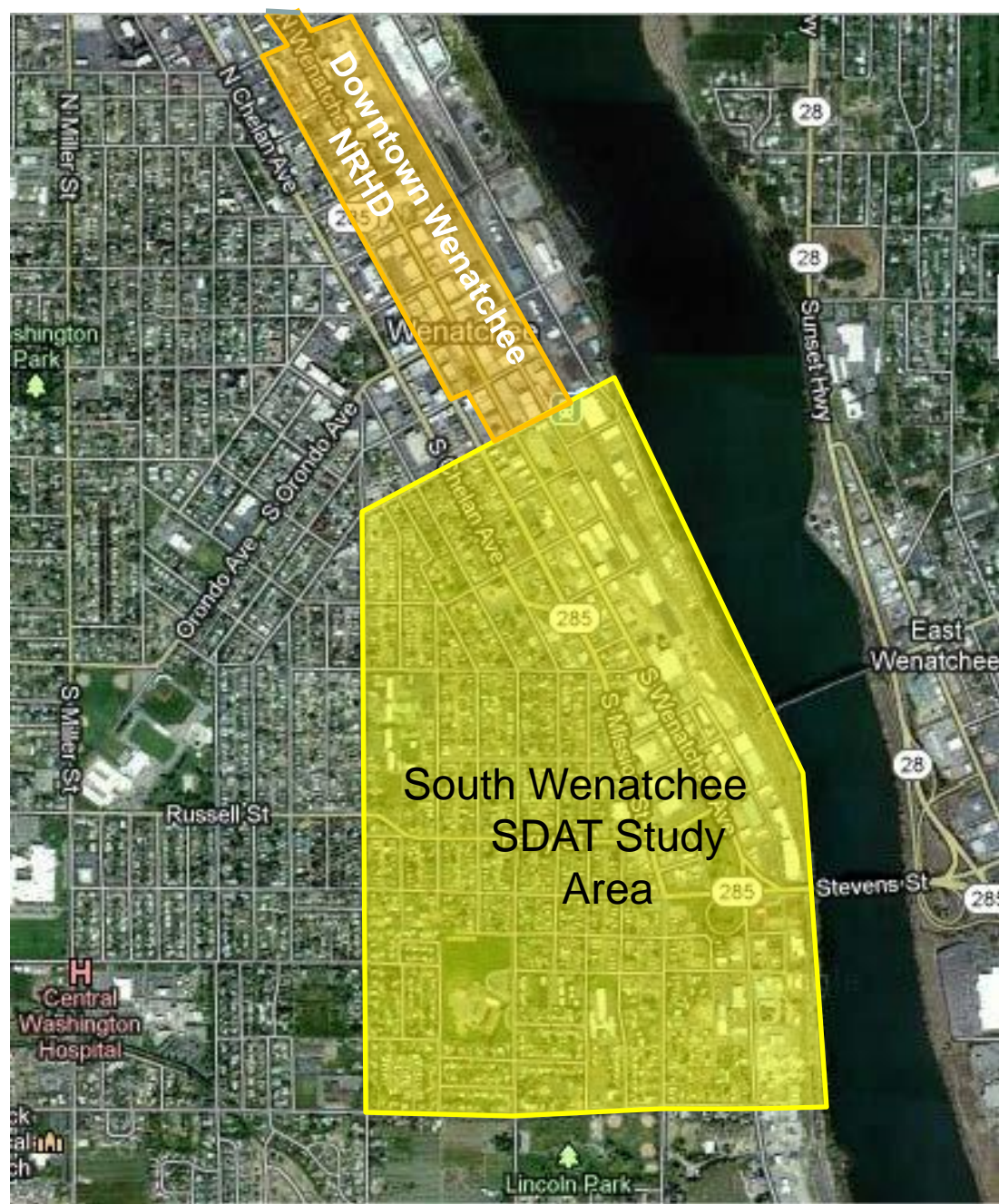
Preservation

Federal Historic Preservation Tax Incentives

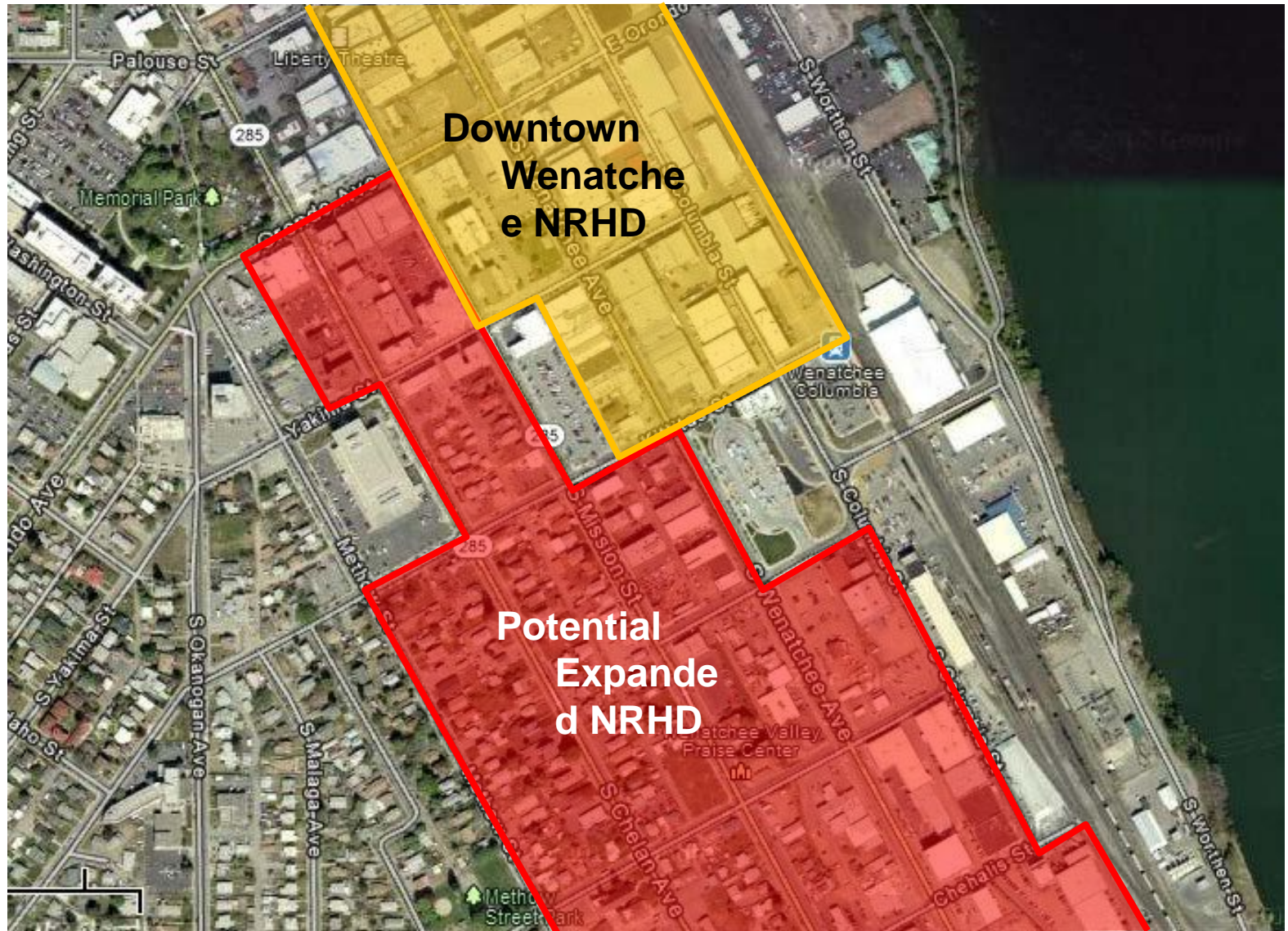
- 20% Historic
- 10% Non-Historic

Special Valuation Local Tax Incentive

- Up to 10 Year Property Tax Abatement



Preservation



Historic Properties - Commercial



Historic Properties - Residential



Additional Resources

- National Trust Main Street Program
- Federal Weatherization Funds
- TEA-21 Funds
- EPA Brownfields Funds



Community Assets Heard

Source of Valley Growth

Gateway for East Wenatchee

Retirement Community

Unmet demand for groceries

Recreational draws

Creative Culture

Interest and willingness to work together

Informal businesses

YOUTH

Local leaders

Local service providers

Captive purchasing power



Economic Development Needs Articulated

- **Location Challenges**

- Activate South Wenatchee Ave. corridor
- Increase Food resources

- **Create Residential Linkages**

- Ensure Accessibility
- Generate Job opportunities for youth

- **Support Assets**

- Assist existing businesses
- Engage whole community



Economic Development Initiatives

Initiative	Needs Addressed							
		Activate South Wenatchee Ave.	Increase Food Resources	Ensure Access	Generate Jobs for Youth	Assist Existing Business	Engage whole community	
							\$	\$\$
Support & Expand corner stores		•	•	•	•	•	•	
Anchor Grocery Store	•	•	•	•		•		•
Food Manufacturing Incubator	•	•	•	•	•	•	•	
Activate Industrial properties		•	•	•		•		•
Grow Local Business	•		•	•	•	•	•	
\$ = Moderate Political and Resource Investment								
\$\$ = High Level Political and Resource Investment								



FOOD INITIATIVES

Support and Expand Existing Grocery Stores in Area

Enable existing stores to expand offerings

Partner for business planning support



Central Washington | *Wenatchee Valley College Continuing Education*
Center for Entrepreneurship



FOOD INITIATIVES

Support and Expand Existing Grocery Stores

Enable existing stores to expand offerings

Develop loan program to offer additional nutritional options

Work with Healthy Corner Stores network resources

Partner with local design schools to help maximize space



Photos: HCSN



FOOD INITIATIVES

Add More Grocery Stores

Create a program of incentives

Model the New York Healthy Food and Communities Fund

- Public-Private partnership that provides financing to build and expand food markets
- Resources include Low Income Investment fund, the Food Trust, the Reinvestment Fund, State Development and NYS Dept. of Agriculture & markets, and the Goldman urban investment group and the NYS Health foundation

Work with the Healthy Food Financing Initiative – Federal legislation

Create land-use incentives: permit greater bulk, reduce parking requirements

Identify parcel and market it to potential developers



Photo: HCSN



FOOD INITIATIVES

Food manufacturing incubator

Phase 1:

- Generate Resource Guide for informal businesses
- Structure a Business support and planning initiative (cash flow + recipe + marketing)
- Connect & enlist restaurants in off hours for kitchen rental
- Develop a loan program specific to food manufacturers expansion

Phase 2:

- Connect to La Cocina an incubator based in San Francisco
- Generate a business plan
- Identify an old building/former restaurant to activate



Source: Forage Kitchen



Source: Atlantic Monthly



WATERFRONT AND BUSINESS COORIDOR

Activate and Expand

Strategies for activating properties adjacent to South Wenatachee Ave.

- Generate property listing portal
- Include selling points and assets of immediate and broader market
- Highlight new developments, e.g. farmers market



Welcome to the Indy Site Finder, your one-stop-shop for site selection, business

A joint project between the City of Indianapolis and the Fostering Commercial Urban Development in Indianapolis and Marion County, Indiana.

The Indy Site Finder allows you to:

- Perform Site Selection Searches
- Search for Economic & Demographic Data
- Search for Business Data
- Create and Print Demographic & Business Reports
- View and Print Maps
- Register for an Account to List Property



WATERFRONT AND BUSINESS COORIDOR

Activate and Expand

Strategies for activating properties adjacent to South Wenatachee Ave.

- Highlight Recreational tourism stats
- Create Retail Facade and Tenant Improvement Grant Program



Source: Doldge Ridge



Source: SDAT Team



WATERFRONT AND BUSINESS COORIDOR

Activate and Expand

Support Business Core

Initiate business local owner support center

Aggregate business support services, e.g. Loans, planning, financial

Do it Yourself: Physical and Facade Improvement

Repair, community improvement workshops at local Ace

Initiate youth repair effort-- training, connect to jobs, higher education

Connect retired community members to train youth



WATERFRONT AND BUSINESS COORIDOR

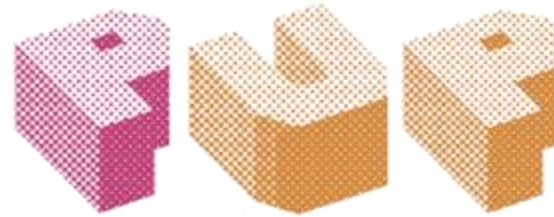
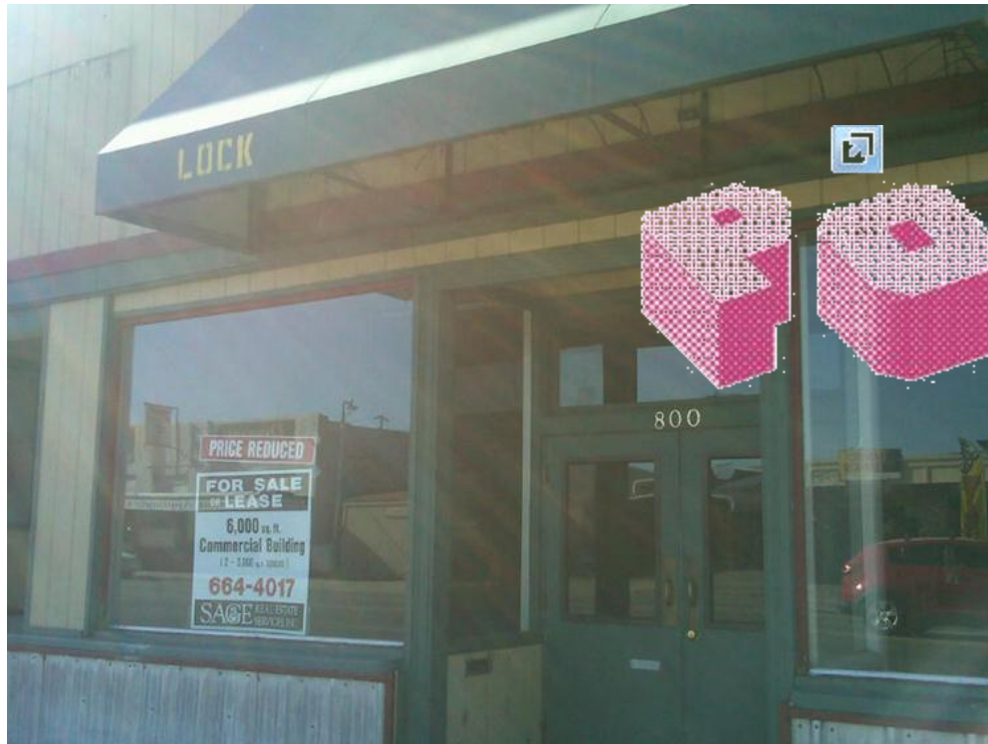
Activate and Expand

Create a Pop up retail, artist studio strategy

Curate independent retailers and other small businesses in previously vacant storefronts

Negotiate free rent for them

Structure small-business incubator revitalizing neighborhoods, block by block





WATER



ENERGY



Sustainability



NEIGHBORHOOD PARKING, CIRCULATION, AND SUSTAINABLE REDEVELOPMENT STRATEGIES

Complete and Green Streets
Opportunities for Neighborhood Revitalization



Major Issues

- Pedestrian/Bicyclist/Transit Infrastructure in Progress
- Congested, Misplaced Automobile Parking
- Underdeveloped and Dangerous Alleyways
- Unresolved Sense of Identity and Place
- Unexplored Opportunities for Neighborhood and Economic Development to Support Growing Population



Recognized Determinants

- Neighborhood Platted, Designed and Built to Early to Mid-20th Century Standards
- High Density of Housing Units and Population
- High Number of Automobiles, Used and Unused
- Need to Elevate Quality of Life through Continued Code Enforcement and New Development
- Need for Effective Transit and Mobility
- Challenged Budget for Ongoing Capital Improvements
- City Government and Community Agree that Situation Must Change for the Better



What Needs to Change?



Incomplete or Missing Pedestrian/Bicyclist/Transit
Infrastructure



What Needs to Change?



Congested, Misplaced Automobile Parking



What Needs to Change?



Underdeveloped and Dangerous Alleyways



What Needs to Change?



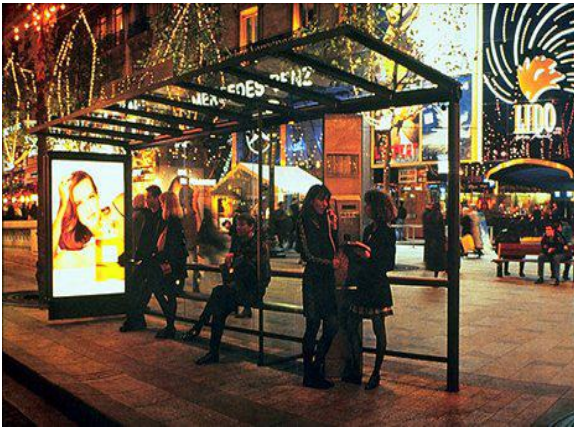
Unresolved Sense of Identity and Place



What Needs to Change?



Unexplored Opportunities for
Neighborhood and Economic
Development to Support
Growing Population



PEDESTRIAN ENVIRONMENT





COMPLETE STREETS



Incomplete or Missing Pedestrian/Bicyclist Infrastructure

- Incomplete Sidewalk System
- Dangerous Pedestrian Crossings
 - Inconsistent provision of ADA-compliant ramps, crosswalks, and other pedestrian amenities
- Inconsistent Bicycle Facilities
 - Bike Routes Not Clearly Marked in and Around Neighborhood; No “Destinations”
- Infrequent Transit Service, and Insufficient Transit Amenities



Congested, Misplaced Automobile Parking

- High number of Automobiles, Period.
 - And Not All of Them Are Operable
- Inconsistent On-Street Parking Pattern:
 - Some Street Surfaces Paved, Some Not
 - Wavering Pavement Widths
 - Some Parallel Parking, Some Angled, Some Random
- Unsightly Chaotic Parking on Private Yards
 - Junked Cars Represent Nearly $\frac{1}{4}$ of All Code Violations



Underdeveloped, Dangerous Alleyways

- Poor Maintenance, both Public and Private
 - All Neighborhood Alleyways Currently Unpaved
Potholed, Rutted Surfaces Lead to Runoff, Erosion and Ponding After Rain
 - Though Principle Route for Trash Collection, Trash and Debris Accumulate
 - Right-of-Way Undefined
Unclear Where Public and Private Properties Meet
 - Lack of Street Lighting Throughout
- Opportunities for Delinquency
 - Graffiti, Street Crime



Undeveloped Sense of Identity and Place

- Lack of Well-Designed Streets Isolates the Neighborhood and Its Residents
 - It's Hard to Navigate Unless You're Driving
- Inconsistent Patterns and Gaps in Streetscape Standards
- Alleyways Remain Un-Named
- Opportunities to Capitalize on Views to the City and Mountains Beyond



Changes in Policy and Priorities

- Thinking “People over Cars”
 - Acknowledge ‘Active Transportation’ and Transit as Modes of Travel to be Supported with Appropriate Infrastructure
- Continuing Neighborhood Cleanup through Code Enforcement
 - Clean up the Trash, Tow Away the Junked Cars
- Adopting a Policy for Complete and Green Streets
 - Cars, Pedestrians, and Bicyclists All Belong—Provide Proper Parking, Circulation, and Public Space for All
 - Consistent, Uniform Approach to Capital Improvements
 - “Green Infrastructure” to Enhance Streetscape and Aid in Stormwater Retention



Changes in Policy and Priorities

- Inform and Establish a Neighborhood Identity and Sense of Place by Creating Clear Connections between the South Wenatchee Neighborhood, Its Schools and Parks, and Greater Wenatchee
- Explore New Residential Opportunities through Rehab and New Development
- Aggressively Rethinking Capital Improvement Funding Strategies for Policy Implementation



Complete and Green Streets

- Policies adopted by the U.S. Department of Transportation, numerous state transportation agencies, Seattle, San Francisco, Sacramento, San Diego, Boulder, Chicago, Portland and Cleveland.
- Common theme: the establishment of guiding principles and practices so that transportation improvements are planned, designed and constructed to encourage walking, bicycling and transit use while promoting safe operations for all users.



Comprehensive Parking Strategy

- Reduce the total number of cars in the neighborhood by removing junked cars.
- Relocate parking from the street to allow development of sidewalks and bike lanes.
- Eliminate 'Front Yard Parking' on unpaved surfaces; limit to driveways.
- Improve on-street parking by ensuring paved parking spots; limit to one (1) side only.
- Improve alleyways by resurfacing for circulation and additional parking.



Overall Parking Strategy

- Conduct an parking study to determine both available on-street capacity and current neighborhood demand.
- Create consistent policy to create standards for parking, whether
 - On-Street,
 - Off-Street, on Private or Public Surface Lots, or
 - On-Street, in Alleyways.



Green Streets Resources

- Seattle Department of Transportation
 - <http://www.seattle.gov/transportation/completeStreets.htm>
- Smart Growth America
 - <http://www.smartgrowthamerica.org/complete-streets/complete-streets-fundamentals/factsheets/green-streets/>
- Minnesota Complete Streets Coalition
 - <http://mncompletestreets.org/>

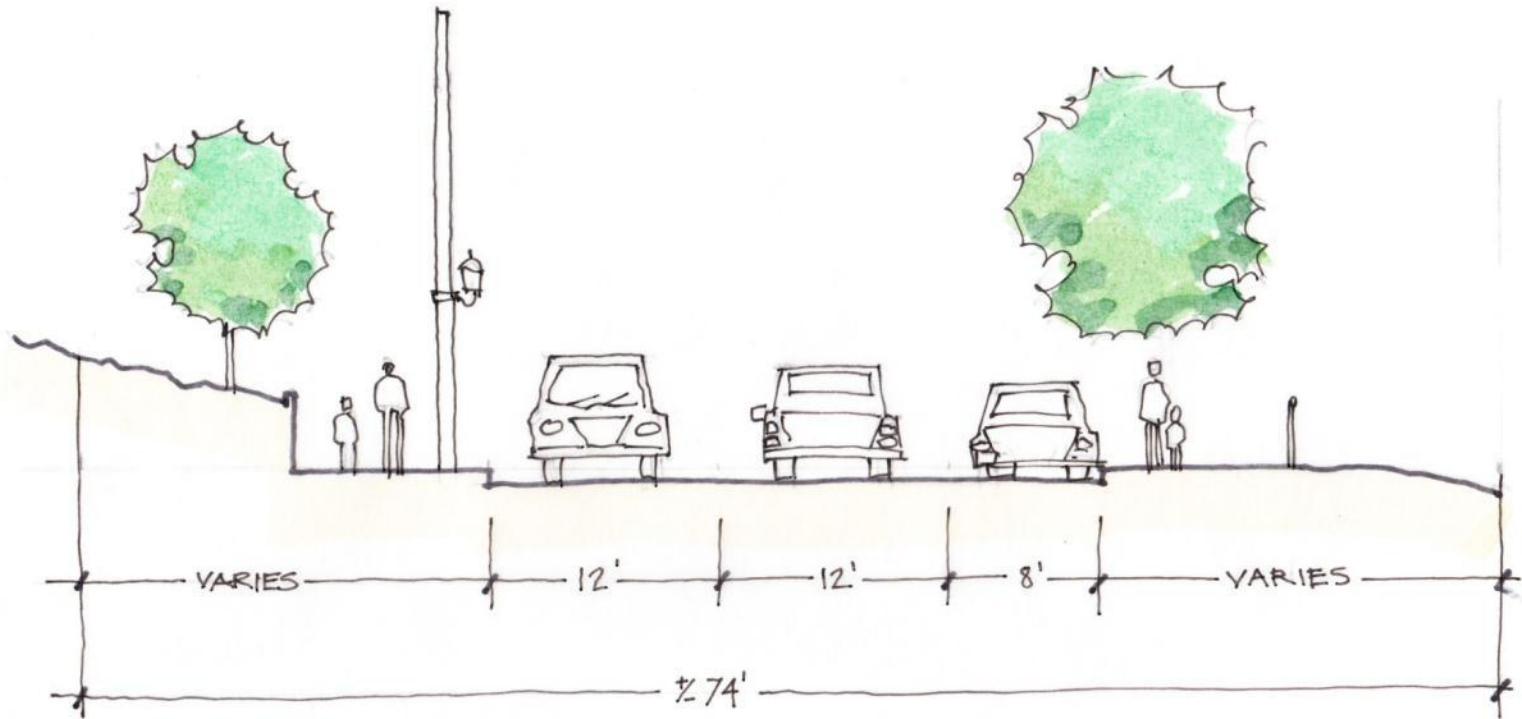


On-Street

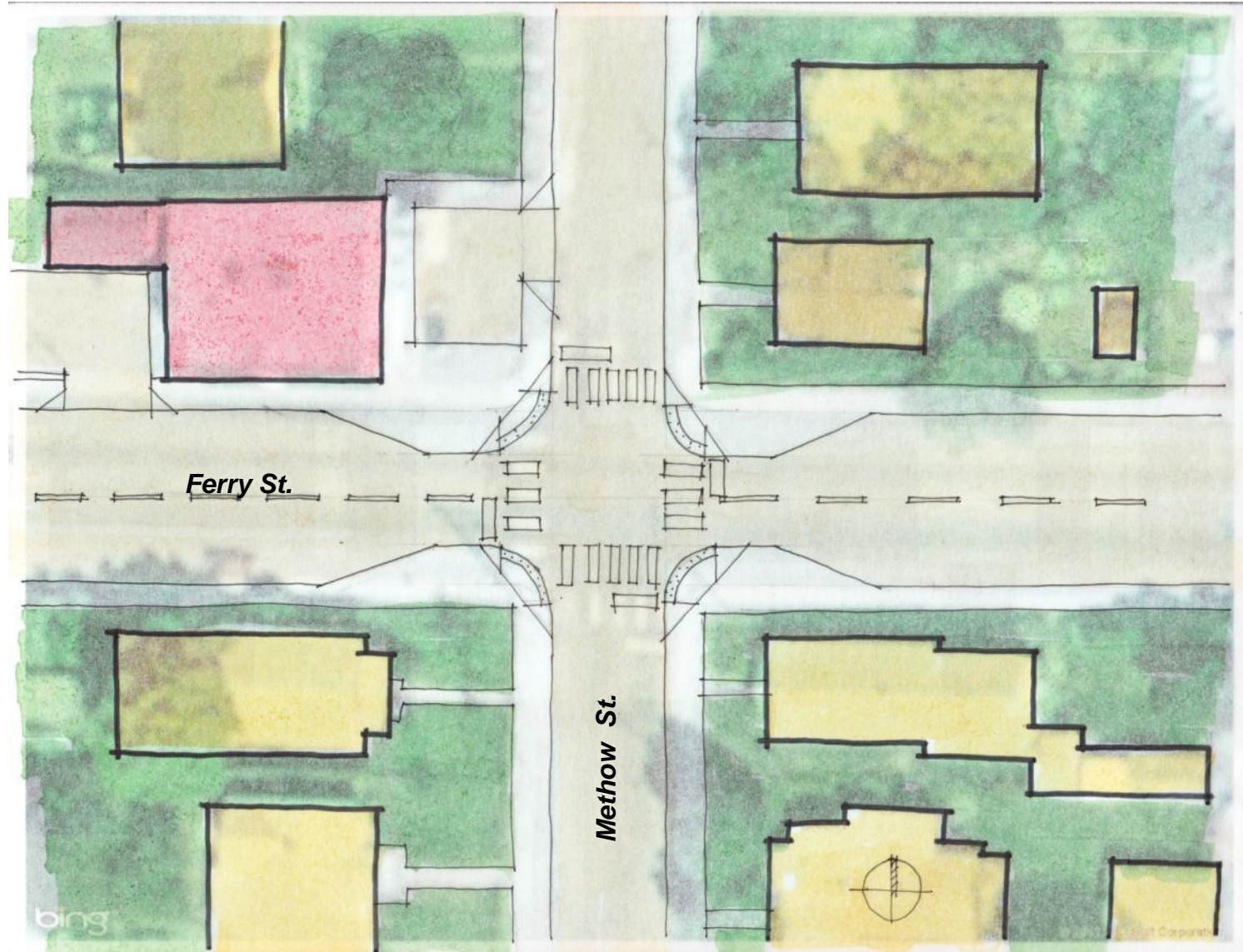
- Create and maintain consistent standards for parking lane widths, paving materials, drainage, lighting, sidewalks, and streetscaping.
- Limit parking to one (1) side of the street; parallel parking only to allow for sidewalk and streetscape development on both sides of the street.



Typical Street Section



Intersection Improvements



Off-Street

- Create a City Land Bank strategy to acquire centrally-located neighborhood parcels for off-street surface parking, as “pocket parking lots”.
- Lots can be financed by fee-based parking permit system.
- Locate lots so they are accessible either via main streets, alleyways, or both, depending on topography.
- Establish cohesive development standards to ensure that parking lots are paved, lighted, and landscaped to minimize impact on surrounding properties.

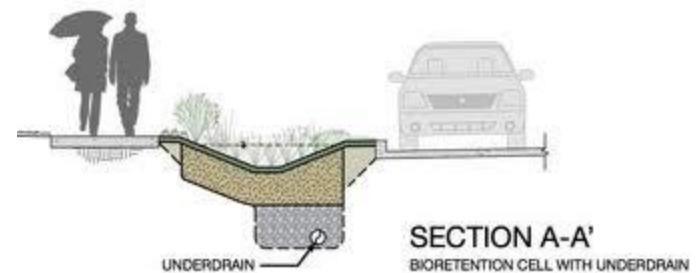


On-Street, Alleyways

- Survey the alleyways to establish clear boundaries between the public right-of-way and private properties.
- Name the alleyways for clear identification and location, and to create a sense of place.
- Resurface with paving strips to support parking and circulation, and install a center bioswale for stormwater retention and improvement of water quality.
- Establish lighting, landscaping, and fencing standards to ensure a safe and visually attractive public and private space.
- Establish financial incentives for private property improvements, such as fencing and landscaping.
- Explore creation of additional rear-lot housing units specifically designed to take advantage of new alley access.



Developing Alleyways



- Improves the quality of life for people
- Provides a catalyst for neighborhood and community development
- Stimulates interaction
- Beautifies neighborhoods
- Produces nutritious food
- Reduces family food budgets
- Creates opportunity for recreation, exercise, and education
- Reduces Crime
- Creates income opportunities and economic development
- Provides opportunities for intergenerational and cross-cultural connections

COMMUNITY GARDENS





Fundraiser
**SUNSHINE
COMMUNITY
GARDEN**
Since 1979

PLANT SALE

First Saturday in March, 9 AM - 2 PM

Sponsored by Texas School for the Blind and Visually Impaired

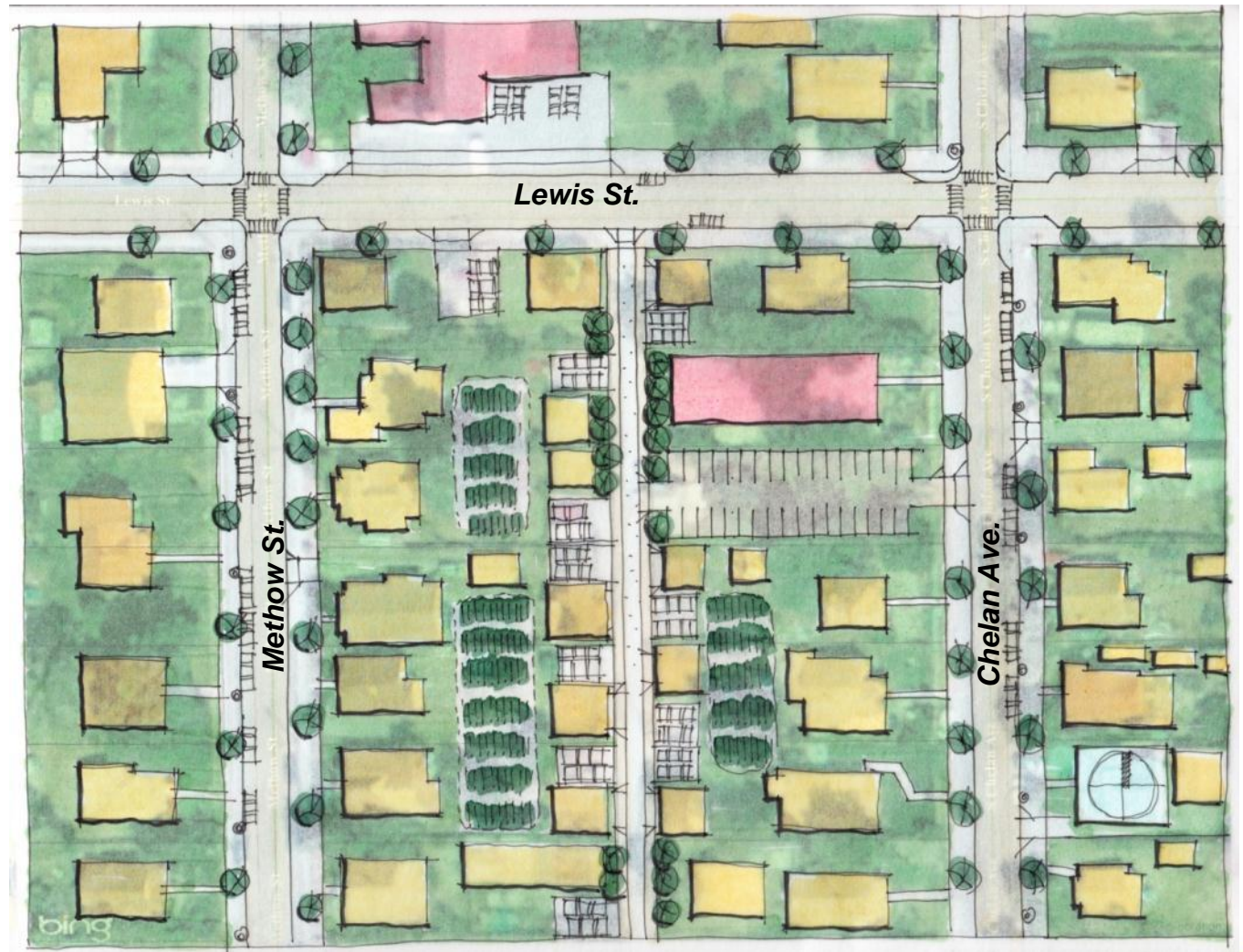
ORGANIC HYBRID & HEIRLOOM PLANTS	COMPOST	LOCAL ARTISTS & VENDORS	LIVE MUSIC	CHILDREN'S ENTERTAINMENT
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COMMUNITY GARDENS



Comprehensive Block Enhancement



Rear-Lot Housing Opportunities

- Rear-lot Housing, especially when built for extended family on the same lot, will alleviate overcrowding in existing housing.
- Housing units with an at-grade garage have the added benefit of accommodating additional family members' automobiles.
- Design guidelines can include parking pads, landscaping, and exterior lighting to illuminate the alleyway and thus provide needed security.





ALLEYS

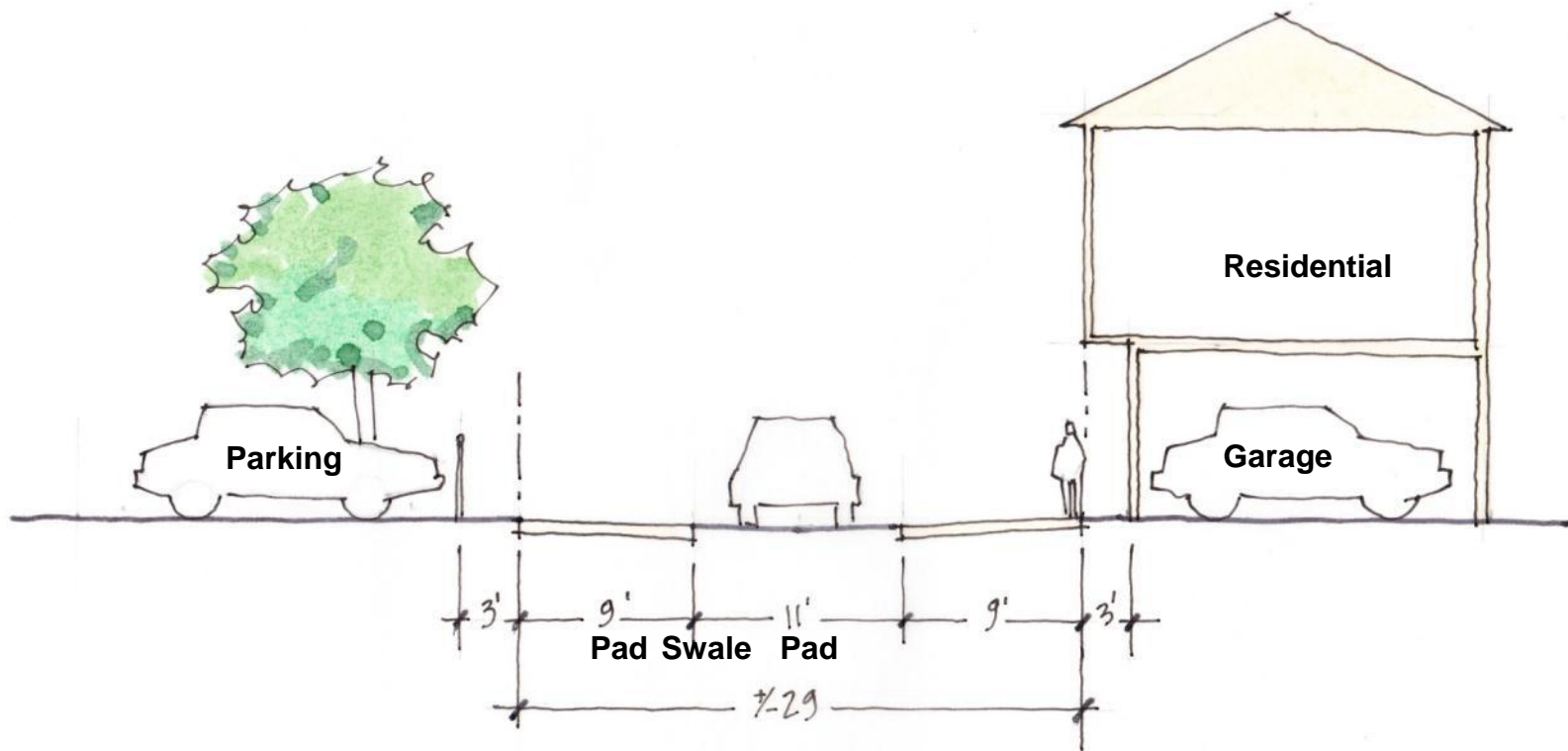




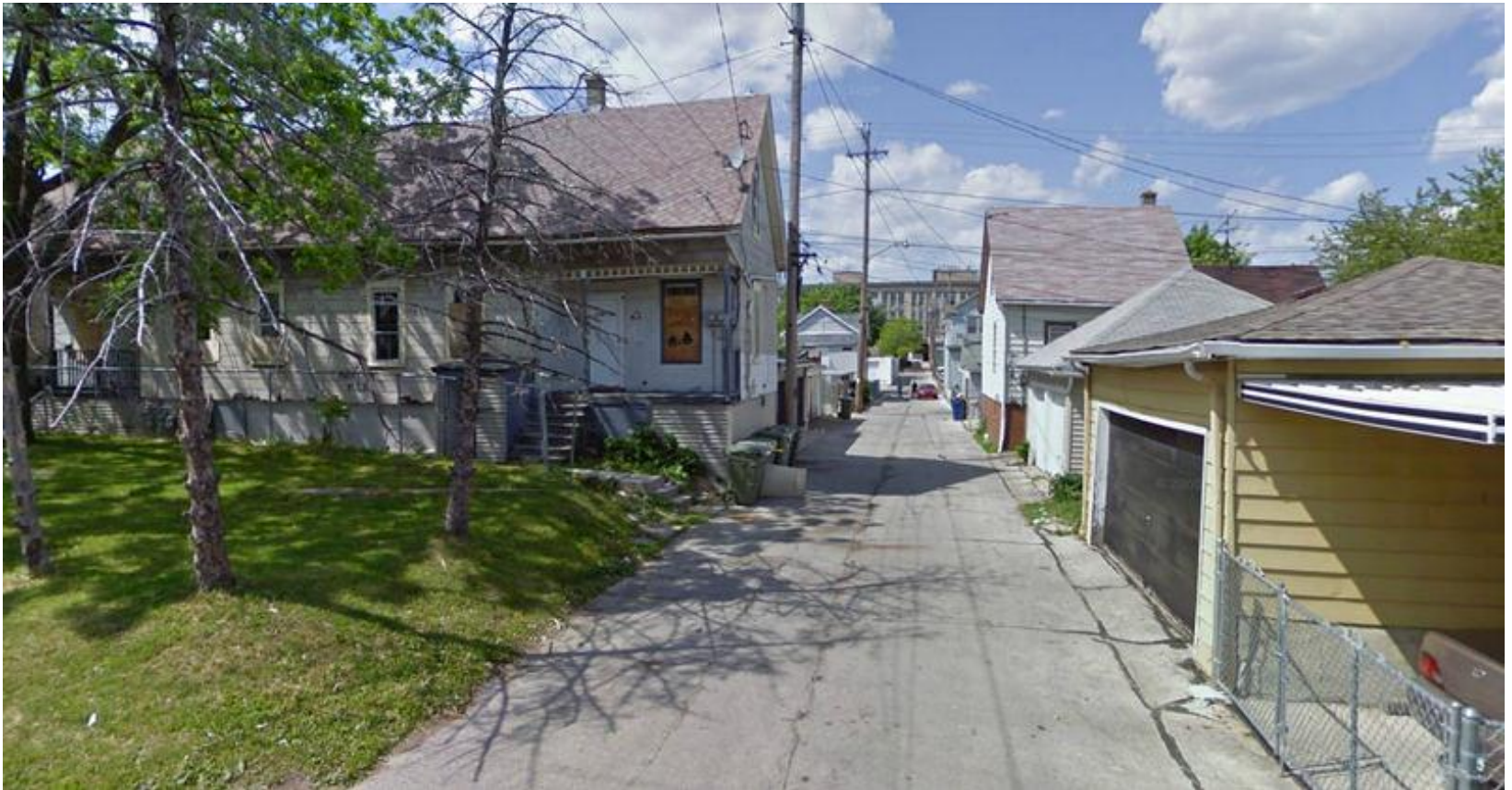
ALLEYS



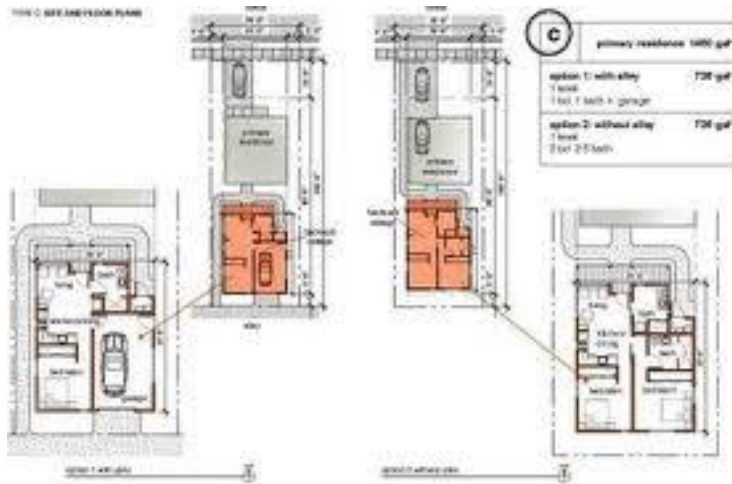
Alley Improvement



Rear-Lot Housing Development



Rear-Lot Housing Development



Rear-Lot Housing: Current View

- Defined as “Accessory Dwelling Unit (ADU)” per the Zoning Code:
 - a dwelling unit that has been added onto, created within, or separated from a single-family detached dwelling for use as a complete independent living unit with provisions for cooking, sanitation and sleeping.
- Currently a Prohibited Use in the RH Residential High District



Recommended Action

- Amend the Code to either to regulate Accessory Dwelling Units as a Permitted Use, or Create a Design Overlay District
- Follows the Housing recommendations of the Wenatchee Urban Area Comprehensive Plan
 - Promote Affordability, Equity, Flexible Mixes and Densities, Maintenance and Preservation
 - ADU development viewed as important way to facilitate “cradle to grave” housing options and promote community stability.



S. Wenatchee Community Center



Chelan Ave. Existing Conditions



Chelan Ave. Improved



Ferry St./Methow Existing Conditions



Ferry St./Methow St. Improved



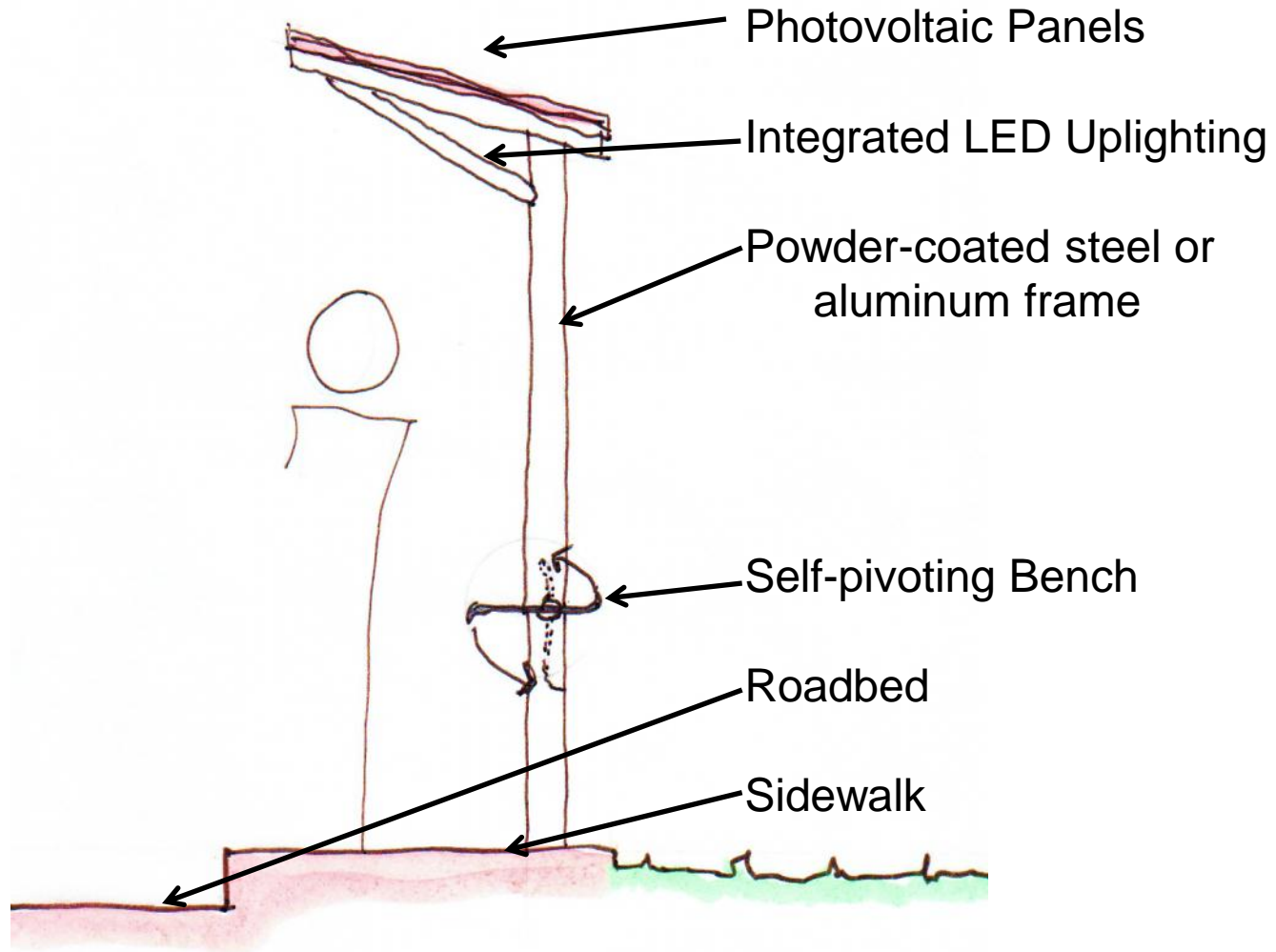
Chehalis St. Existing Conditions



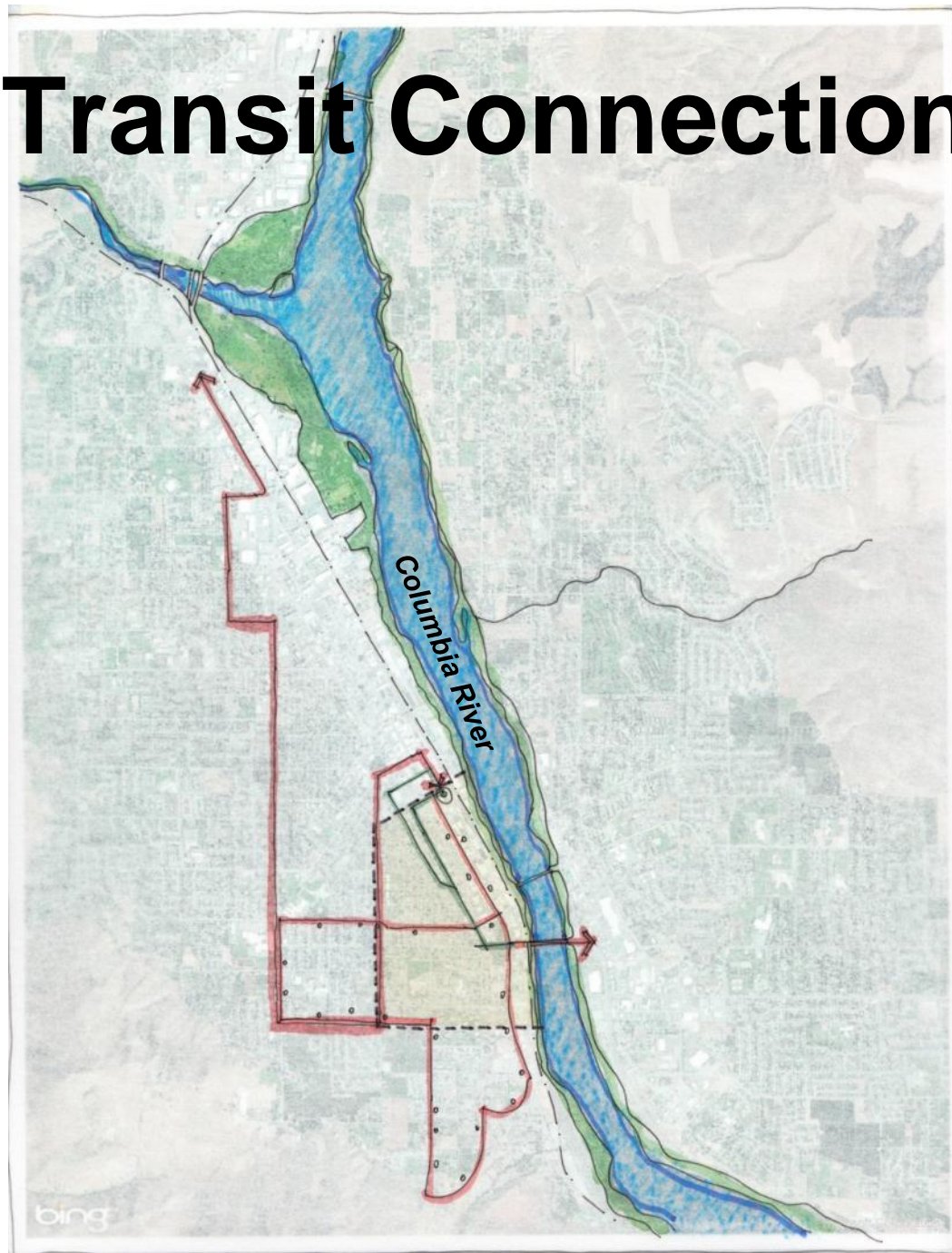
Chehalis St. Improved




Bus Shelter Option



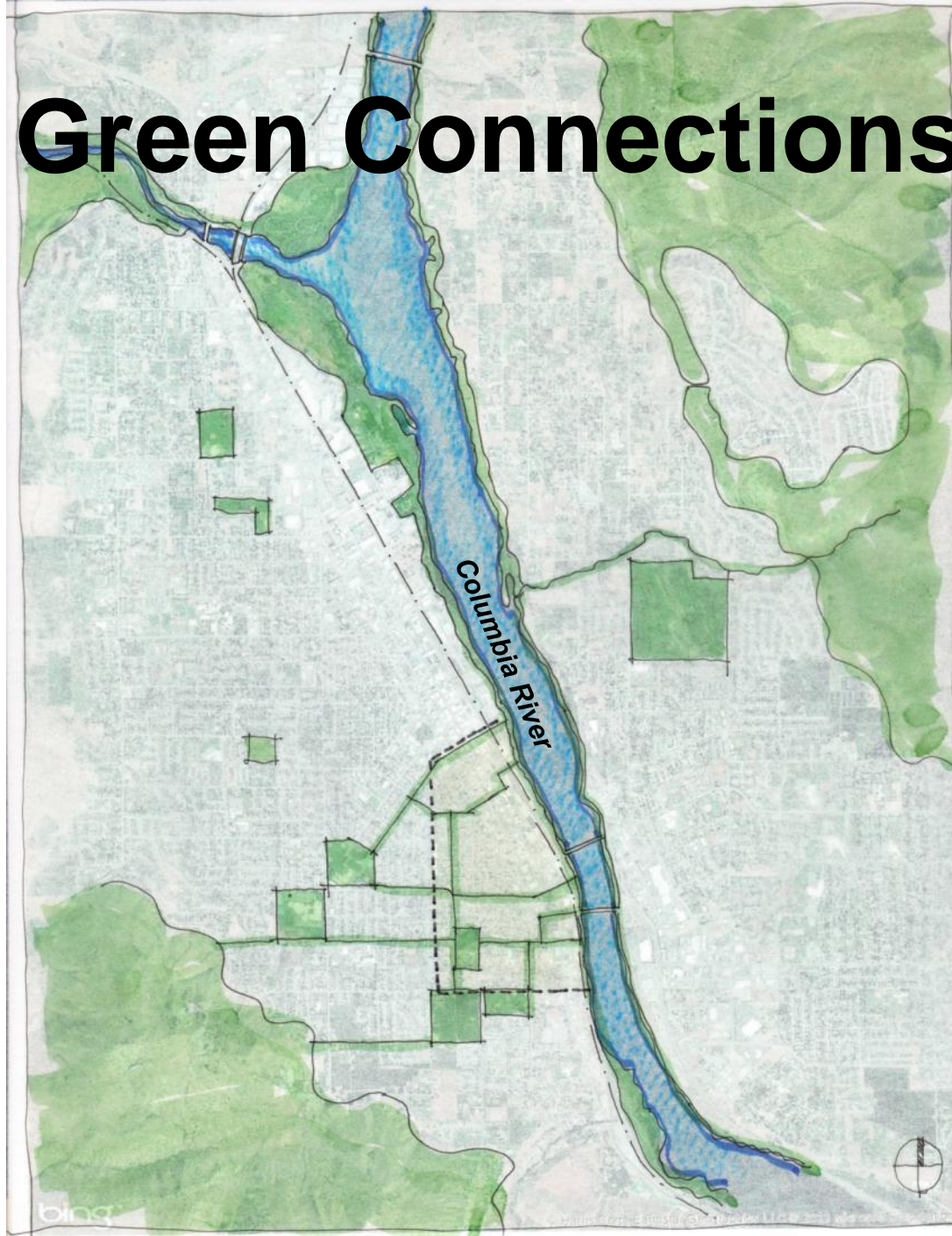
Transit Connections



- 
- Trees are lungs and clean the air
 - Trees cool the streets and the City
 - Trees conserve energy
 - Trees save water
 - Trees help prevent water pollution
 - Trees provide food
 - Trees provide a canopy and opportunity for habitat

BENEFITS OF TREES

Green Connections





RIVER/LOOP TRAIL



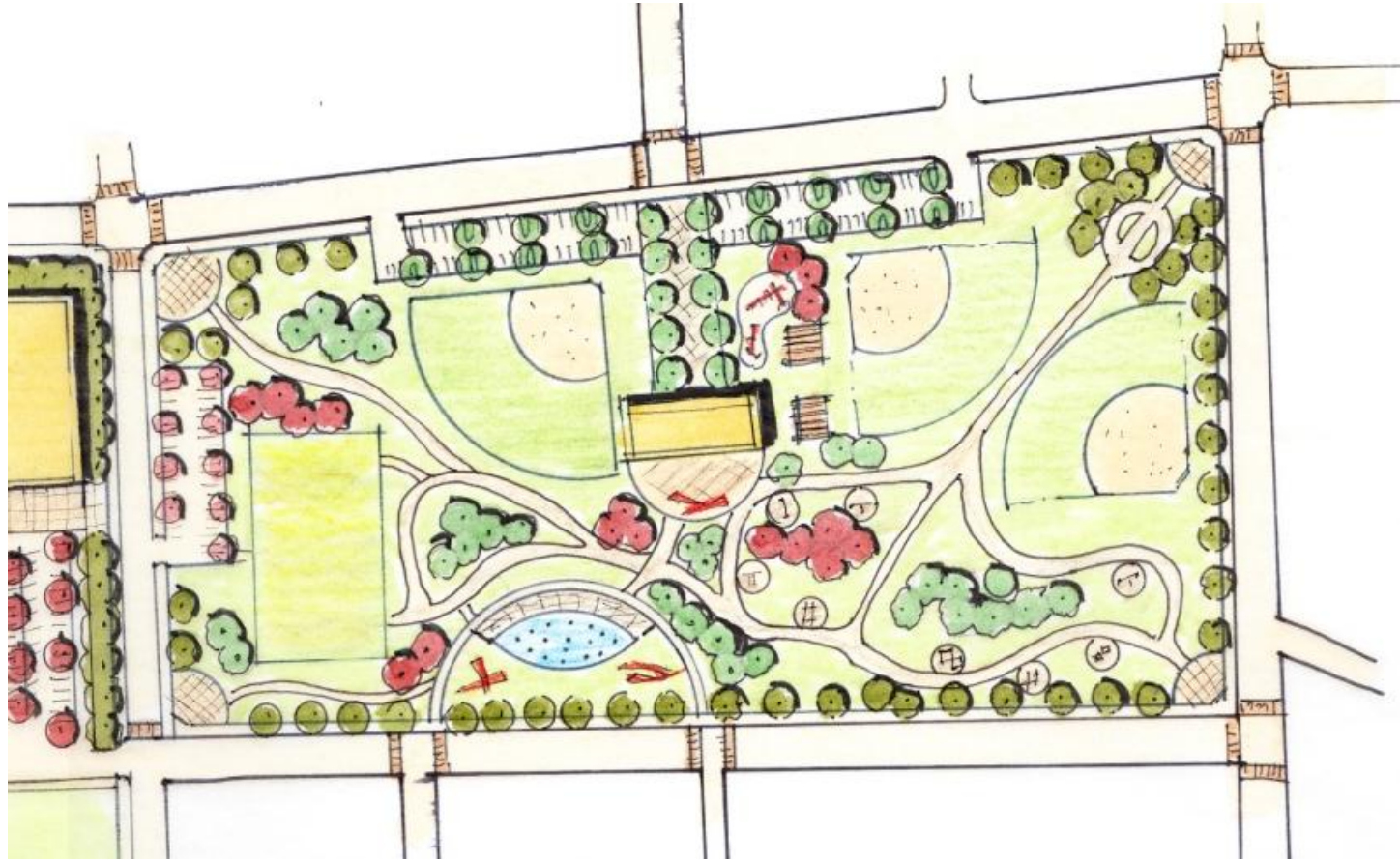
Loop Trail Connections



Lincoln Park/New School



Lincoln Park





RIVER OPPORTUNITIES



Bridge Lighting



Bridge Lighting



**We are all faced with a series of
GREAT OPPORTUNITIES
brilliantly disguised as
IMPOSSIBLE SITUATIONS.**



SIAP

How do you revitalize an area without exacerbating economic inequality and social exclusion?

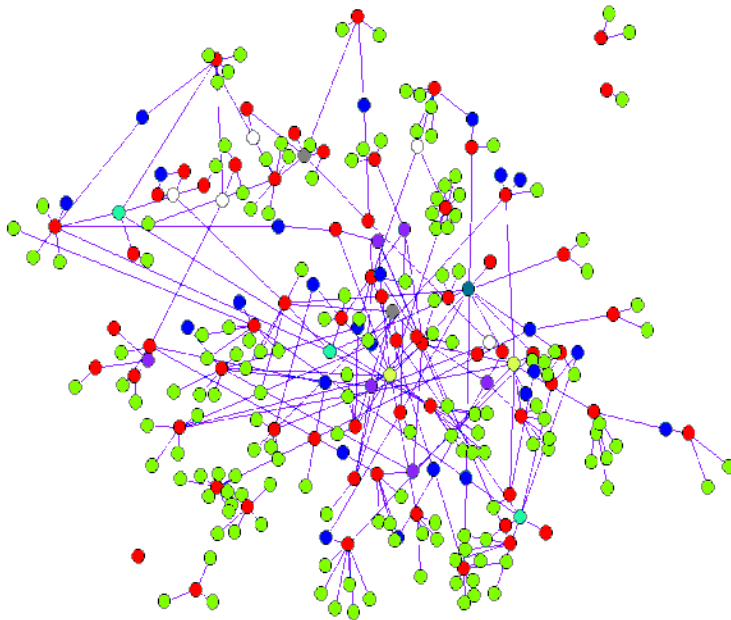


SIAP

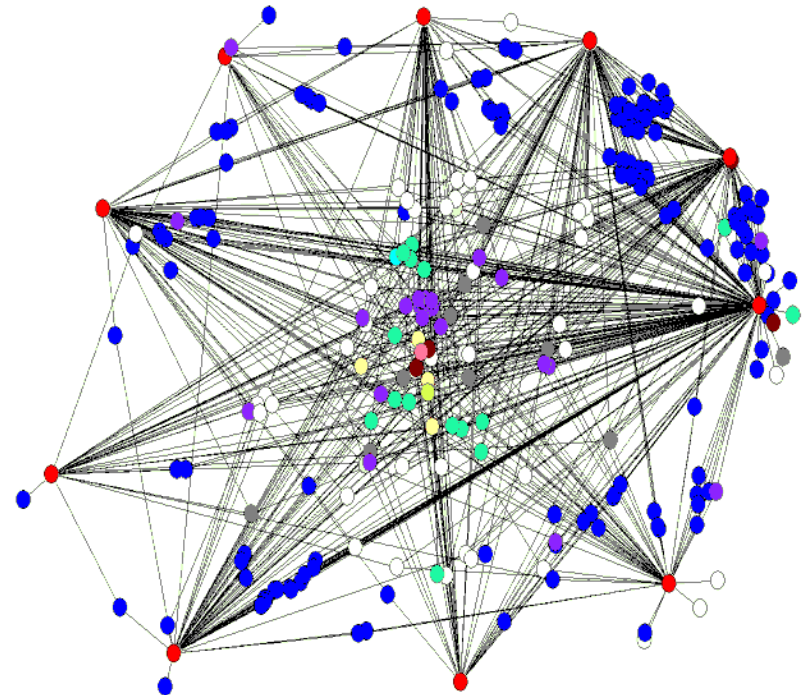
Social Impact of the Arts Project

School of Social Work
University of Pennsylvania

The power of culture comes from the social networks it creates



Sixty community artists and their professional contacts over one year



Ten community cultural organizations and the institutions with which they maintained contact over one year





Social Impact of the Arts Project

School of Social Work

University of Pennsylvania

- When people get involved in the arts, all indicators of quality of life show improvement.
 - Poverty and truancy rates fall
 - Quality of life and participation in other aspects of community life rise.
- The arts revitalize cities not only through their bottom-line but also through their social role.
 - The arts build ties that bind — neighbor-to-neighbor and community-to-community.
 - These social networks translate cultural vitality into economic dynamism.





NGA Center for
BEST PRACTICES

Issue Brief

Economic and Technology Policy Studies
Contacts: Phil Psilos, (202) 624-5330
Kathleen Rapp, (202) 624-7734
June 25, 2001

The Role of the Arts in Economic Development

Summary

The non-profit arts industry, with \$36.8 billion in annual revenue, is a potent force in economic development nationwide. States and communities have integrated the arts into their economic development arsenal to achieve a wide range of direct and indirect economic goals. Arts programs have served as components of high-impact economic development programs by assisting state and local government in:

- Leveraging human capital and cultural resources to generate economic vitality in under-performing regions through tourism, crafts, and cultural attractions;
- Restoring and revitalizing communities by serving as a centerpiece for downtown redevelopment and cultural renewal;
- Creating vibrant public spaces integrated with natural amenities, resulting in improved urban quality of life, expanded business and tax revenue base, and positive regional and community image; and
- Contributing to a region's 'innovation habitat' by simultaneously improving regional quality of life—making communities more attractive to highly desirable, knowledge-based employees—and permitting new forms of knowledge-intensive production to flourish.

Nationally, the non-profit



Cities such as Philadelphia, Pennsylvania, Charleston, South Carolina, and Newark, New Jersey have used the creation of arts districts as centerpieces in efforts to combat increasing crime and suburban flight by restoring vitality to the downtown areas.

its concentration of musical heritage—many country music stars come from this area—and talent.¹² Plans are underway to create a Website and arts marketing network along the corridor, a video highlighting each county and an audio driving tour.

Arts and Culture Lead Efforts to Revitalize Communities

By partnering with the cultural sector, state, county and municipal governments are melding business incentives and the arts to revitalize decaying downtown areas. Cities such as Philadelphia, Pennsylvania; Charleston, South Carolina; and Newark, New Jersey, have used the creation of arts districts as centerpieces in efforts to combat crime and suburban flight by restoring vitality to the downtown areas. Government-led efforts have catalyzed private development interest in the adaptive reuse of urban structures to create retail, residential, commercial, and cultural spaces. As these projects gain momentum, additional private capital has flowed into the areas surrounding these projects.

In Philadelphia, **Pennsylvania**, the Avenue of the Arts—a mile-long section of South Broad Street—has been a major catalyst for downtown revitalization. This cultural district, anchored by the Academy of Music and modeled after successful performing arts districts around the country, was initiated by the Central Philadelphia Development Corporation in the early 1980s and supported by cultural institutions, the William Penn Foundation, local property owners and civic leaders. Under the leadership



The Bilbao Guggenheim – Frank Ghery



Budget:
26M Euros

97-06 Attendance:
9 Million

2006 Econ Impact:
Maintained 4600
jobs

Contribution to GDP:
212 Million

Contribution to
Treasury: 29
Million

www.lord.ca/Media/TheArtNewspaper32-33Museums.pdf



The Gates, Central Park, New York

Christo & Jeanne-Claude



1.5 million out-of-town visitors and \$254 million in economic activity
— Estimate by The New York City Economic Development Corp.



- **Abandoned Railroad Tracks**
- **High Crime**
- **Economically Depressed**

Chose Public Art as a Strategy



Millennium Park, Chicago





Jaume Plensa, *Crown Fountain*



Jaume Plensa, *Crown Fountain*



Anish Kapoor, *Cloud Gate*



Anish Kapoor, *Cloud Gate*

Community Bridge Frederick, Maryland











Paintings won't help Carroll Creek monstrosity

How can a few pictures painted on a bridge add any beauty to the Carroll Creek monstrosity? The bridge should have been constructed of natural stone from our location. The two most beautiful structures in Frederick are the church on the corner of Second and Bentz streets and the carillon in Baker Park, both constructed of stone.

If you want beauty you have to use material that adds beauty, and paint sure can't do it; paint only can last for a short period of time, but stone is like





Community input sought to guide



Staff photo by Bill Green

The Bridge Builders Guidance Team of Shared Vision: Public Art for Community Transformation, shown from left, seated, are Rose Chaney, Charlie Clark, Teresa Cochran, executive director; and Wendell Poindexter; standing, Faye Cannon, the Rev. Dr. Walter Fogarty, Jonathan Warner, William Cochran and Teke Hoffman.

Shared Vision: Public Community Transformation embarking on a community project, called Bridge Outreach to ask as many Frederick County as possible the question: "What object represents the spirit of community to you?"

The purpose of the outreach is to gather creative ideas from throughout the community. The ideas will be used by teams in two major public artworks which is designed to express the spirit of community: the Street Bridge mural and the Builders Exhibit at The De Visual Arts Center.

The outreach is expected to be completed by the end of February 1995 so that the results can be incorporated into the bridge mural, petroglyphs, or small stone carvings and so they can form the basis for the Bridge Builders Exhibit, scheduled for late fall 1995.

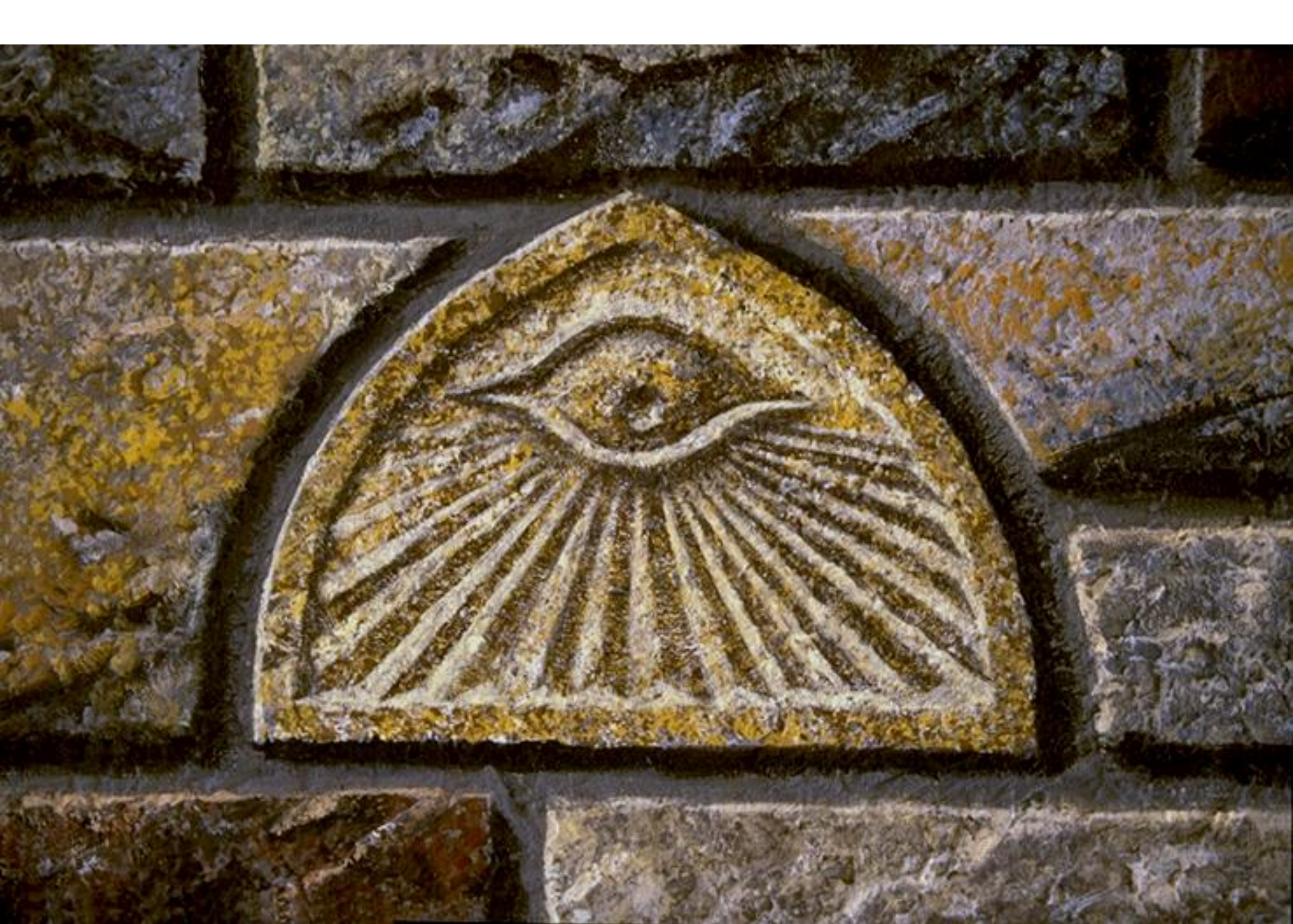
A guidance team including Anderson, owner, Evered Shab Row, and Antique Faye Cannon, president, Fa















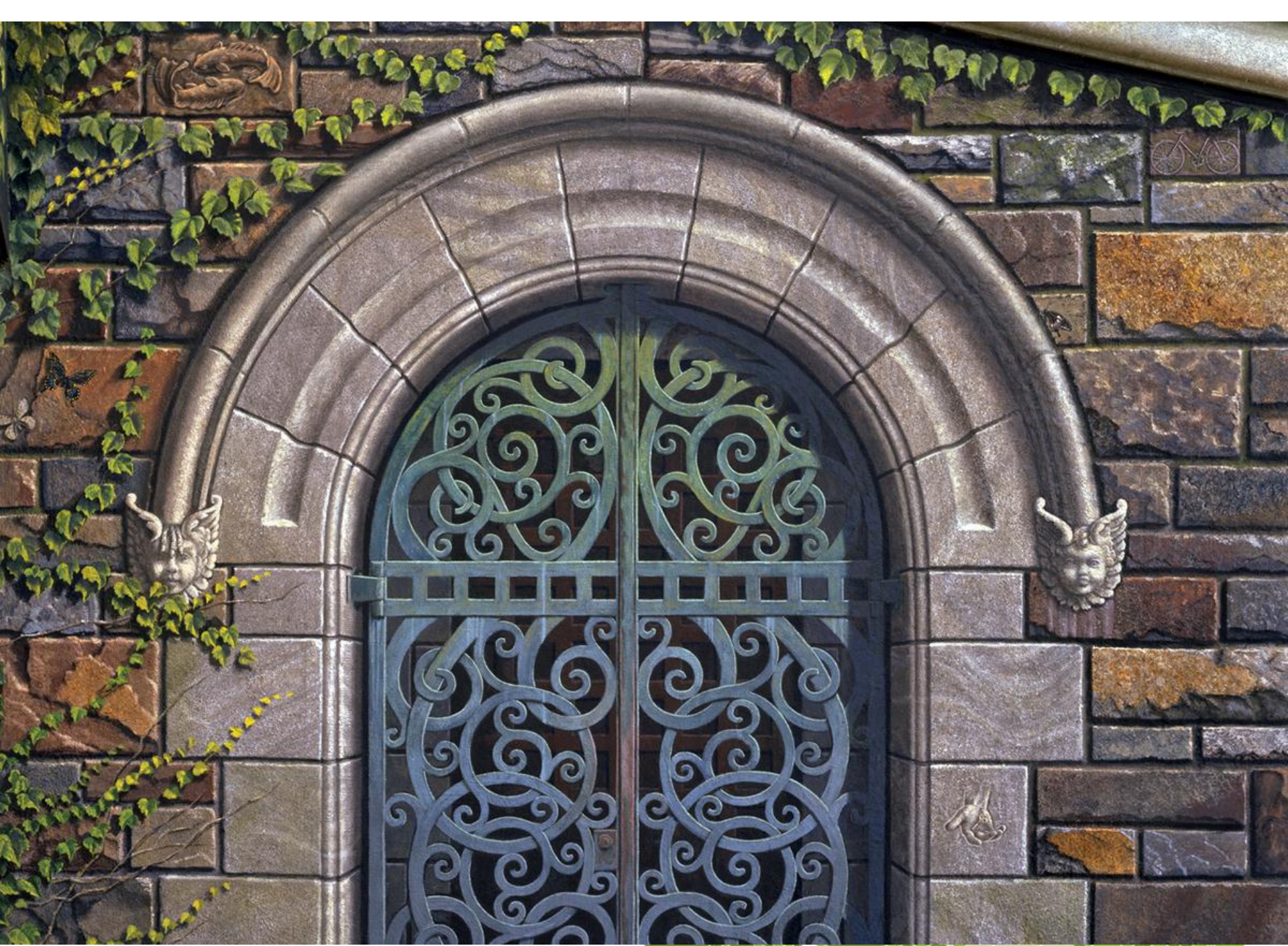








Becky Adams Samin Adib Carol Antoniewicz Darlene Aulls Lindsay Baker
Jennifer Beach Christina Bellino Charles Bonet Christopher Breuer Tina
Bickmore Rachel Biser Jeremy Bingham Ramone Bowing David Brenner
Tammy BrockCarter Caldwell Elaine Campagnoli Heather Chaney Stephanie
Channing Doug Chappell Carolyn Chantella Lauren Chrisman Rebecca Colby
Wade Collins Travis Condor Mike Conners Alicyn Cratty Michelle Davis
Daybreak Resident Lauren Dobay Sadie Draper Ian Euler Bill Ferguson
Melissa French Retta Finn Carol Fisher Lori Fraind Maura Gilligan Kim Girton
Ronald Gouns Bruce Gruber Krista Haines Lawrence Harms Cherie Henny
Malynda Herbert Eva Lou Hinds Daniel Hoffman John Holly Judy Houck Katie
Hudspeth Eliza Hull S. Ingram Christy Kelly Charity King Kristina Koepke Ed
Kurz Mary Lae Kaytlin Lapsa Deidre Lewis Jane Lindsay David Lingg John
Long Dail Luciani Todd Magdaleno Pauline Manalo Megan Masser Francis
Matta Jennifer McClure Toni McKeown Erin McNeill Matthew Metzger Sarah
Mills Jim Moloney Brittany Moore Lauren Morrow Angie Muir Ashley Muse
Christie Oberholzer Ian Oland Megan Owens Laura Paris Jon Pees Matt
Piontek Peggy Pilgrim Jessica Polidor Zachary R. Kitty ReidCasey Rhinaman
Charles Ricketts Kelly Riordan Pat Rosensted Kathy Schultze Craig Seiminski
Heather Shanhottzer Edward Shelton John Sica Ashley Sims Sarah Sines
Meagan Smith Brian Spinnler Charlie Spring Judy Springer Thomas Sterner
Marty Strones Tommy Katy Tamagna-Darr Eric Timmons Cathy Toney Joyce
Tsikerdanos David Whitaker Barbara & Bob Williams Ike Wilson Josette Witan



















Upfront

ANIMAL RIGHTS LAWYERS • A MAGAZINE CALLED HOPE • SHOPPING IN CYBERSPACE

ARCHITECTURE

A Community Bridge

SOME BRIDGES PHYSICALLY connect land. Others spiritually connect people. The Community Bridge in Frederick, Maryland, does both.

On one level, the concrete bridge carries traffic across a canal in a downtown park. But on another level, the bridge is a monument to human communion. Covered with an exquisite *trompe l'oeil* (fool the eye) mural, it appears to be built from old stones, carved



Joined by a Bridge

Muralist William Cochran painted a bridge that's become a landmark in Frederick, Maryland.

William Cochran recalls that it wasn't easy convincing people he could build a bridge—with a paintbrush.

When the city of Frederick, Maryland, planned to cover a concrete bridge in stone to serve as a centerpiece of Carroll Creek Park, William offered to paint it instead. He proposed painting a *trompe l'oeil* ("fool the eye") mural on the existing concrete span that would make it look like a handbuilt stone bridge.

Critics scoffed when the project was approved. Letters flowed in to the local newspaper. Some mornings William and his assistants would arrive for work to find



ARTIST OF THE ISSUE

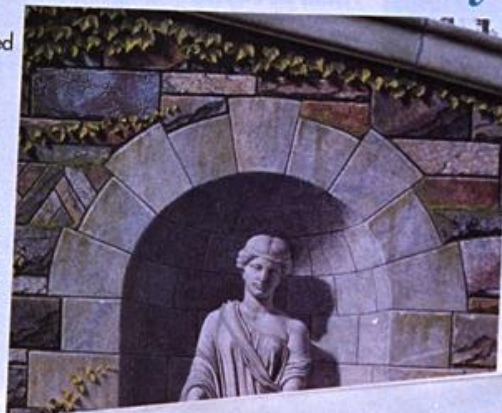
Connecting a Community

Artist William Cochran's *trompe l'oeil* mural, painted on a bridge, has brought a sense of togetherness to a Maryland city.

by Cara Rubinsky

Birds try to land on the Community Bridge fountain in Frederick, Md. An antique dealer once tried to buy the bronze gate on the bridge. Visitors to the structure frequently call the city to complain that ivy has been allowed to grow over the bridge's beautiful surface.

But the fountain, the gate and the ivy are painted illusions. The visitors' confusion is a testament to the ability of muralist William Cochran to work *trompe l'oeil* magic. The



"That's what bridges are supposed to do—bring people together."

















Best Practices in Public Art

- **Craft a Comprehensive Public Art Plan**



Best Practices in Public Art

- Find the **BEST ARTIST FOR THE JOB** through model Artist Selection Processes
- Make Sure the Art **LASTS** with stringent Durability Criteria
- **PROTECT** both the **CITY** and the **ARTIST** (and attract better artists) by using the National Model Public Art Contract



Public Art Recommendations

- Include a MIX of public art in a comprehensive public art plan, including:
 - temporary and permanent art
 - a variety of scales, from icon to ground plane
 - a variety of materials and aesthetics
 - a mix of national, regional and local artists
 - participatory public art
 - interactive public art
 - functional art
 - integrate art into public space
 - move beyond objects on pedestals.
- Use what you have. You have a very educated and experienced public art professional who, properly resourced, could guide you in this process.



Public Art Recommendations

- Leverage your limited resources – go for a multiplier effect
 - Include artists on design teams
 - Get artists involved early
 - Integrate art into infrastructures projects
 - Let artists shape expenditures that will be spent anyway
- Patterns in hardscape
- Add design to functional streetscape elements



Public Art Recommendations

- **Commission site specific and relevant public art, including explorations of history, identity, aspirations, and narrative**
- **Send emphatic messages of inclusion**
- **Study successful models while developing your own. Consider setting up a public art commission and a design review board. Keep raising the standards.**



Public Art Recommendations

- **Educate yourselves about how public art, professionally and properly created, can have a profound impact socially, economically and culturally. Plan in ways that maximize these effects.**



Public Art Recommendations

- **Support local/regional artists by:**
 - **Providing training in how to respond to RFQs, build a portfolio, work with fabricators, etc. This will make them even more competitive for local (and national!) public art projects**
 - **Including emerging artist opportunities in your public art plan**
 - **Drawing on the skills of talented local teaching artists in a variety of settings, including partnering with social services organizations**

ALWAYS choose the BEST ARTIST YOU CAN AFFORD, not the most convenient one. Having significant art by top artists in your town sets design standards and lifts all future work.



Public Art Recommendations

Art-o-matic-type Model



- Use empty warehouses
- Artists fill it with art (can be for sale) for 4 – 6 weeks in the fall
- Non-juried
- Feature performing arts
- Can feature food for sale on special evenings
- Animates space, artist community



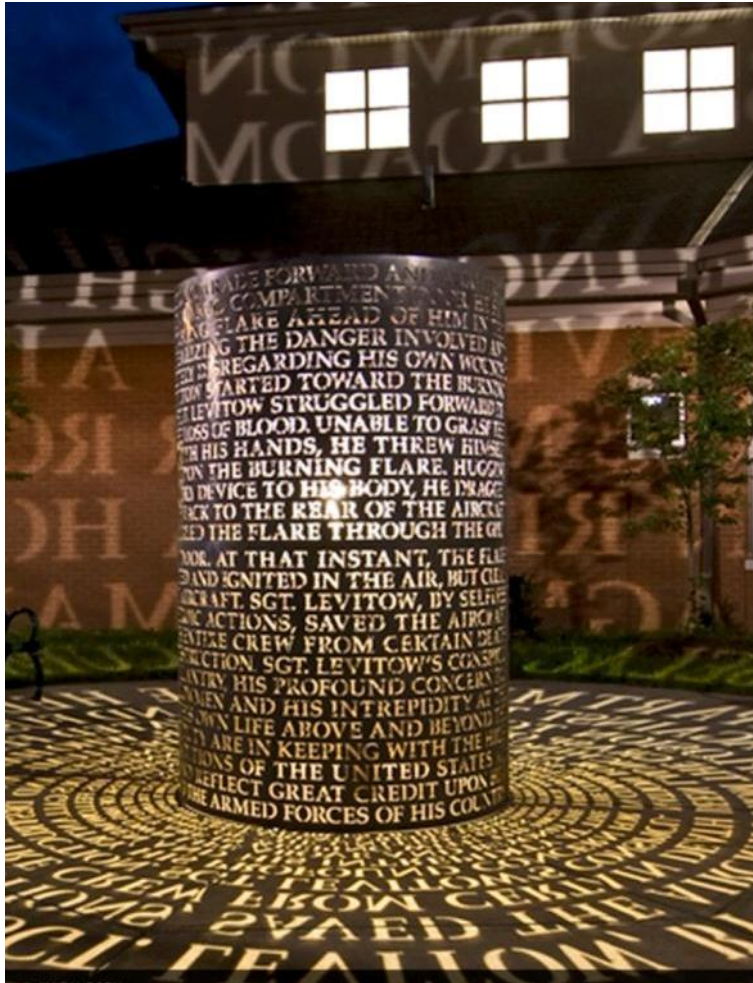
Variety in Scale, Materials, Aesthetic



Variety in Scale, Materials, Aesthetic



Variety in Scale, Materials, Aesthetic



Variety in Scale, Materials, Aesthetic



Variety in Scale, Materials, Aesthetic



Variety in Scale, Materials, Aesthetic



Functional Art: Urban Furnishings



Bike rack



Bike rack



Bus shelter



Man hole covers



Functional Art: Seating



Prairie Ice, University of Minnesota - Morris, MN
2007-2009. Commissioned by Public Art in Campus, University of Minnesota
© 2009



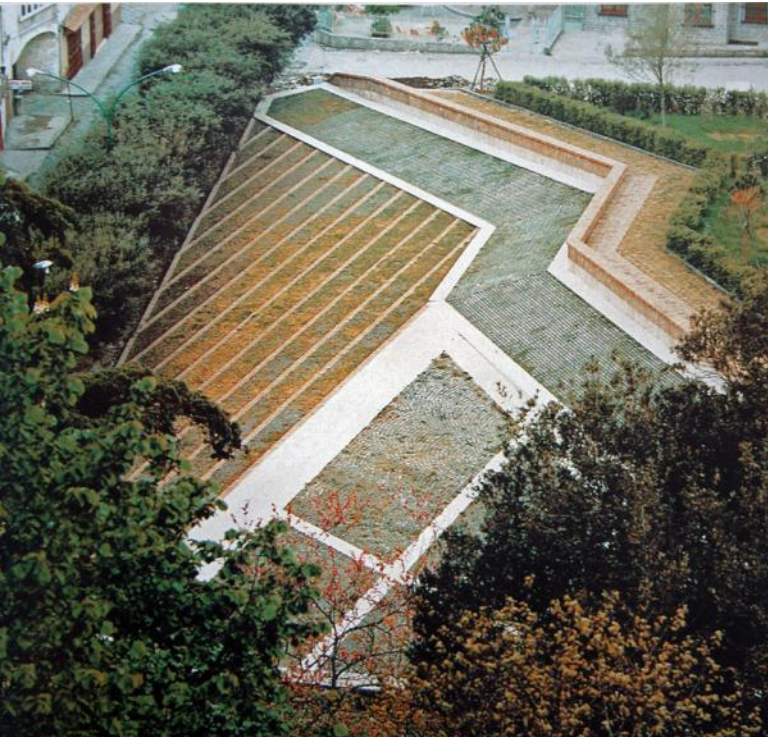
Functional Art: Fence/Screening



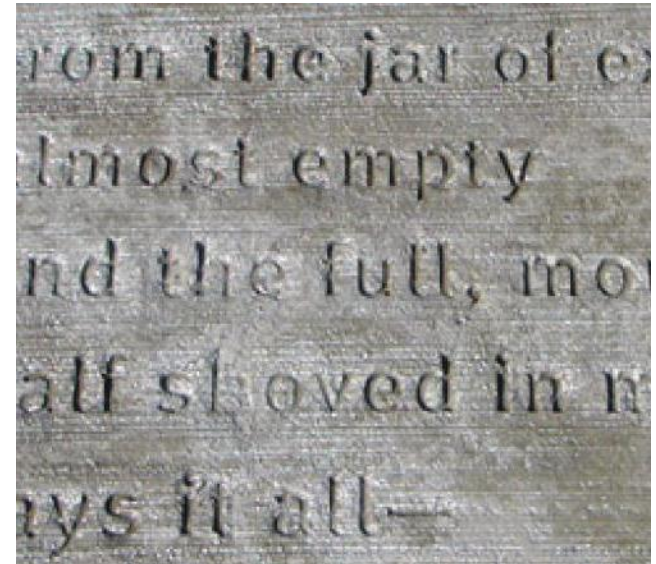
Functional Art: Surface Art



Functional Art: Surface Art



Functional Art: Surface Art



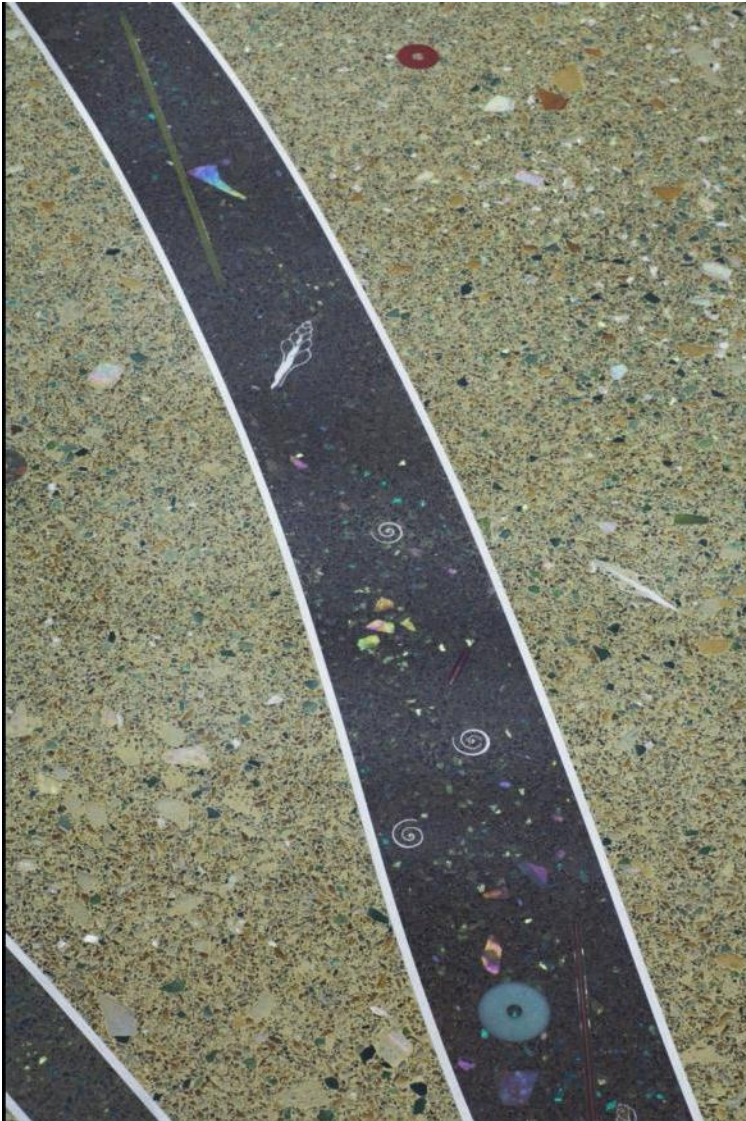
Functional Art: Surface Art



Functional Art: Surface Art



Functional Art: Surface Art



Functional Art: Surface Art



Functional Art: Surface Art



Participatory Public Art

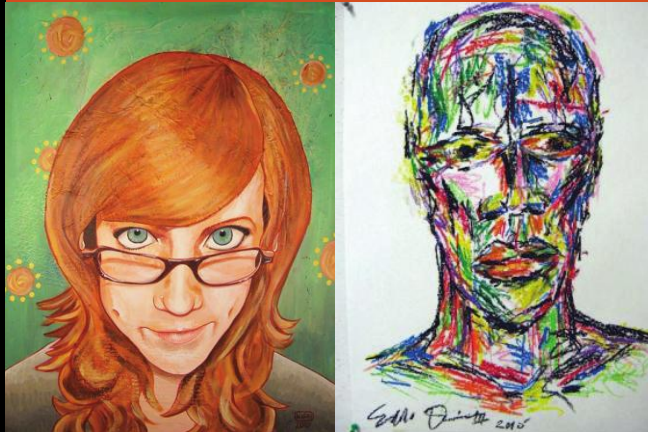


Participatory Public Art



Participatory Public Art

Faces of Rochester



See the how-to video on ArtDrop.org.
Upload YOUR self portrait
for display on ArtDrop.
It could also be published in the D&C
or displayed on the MAG fence!

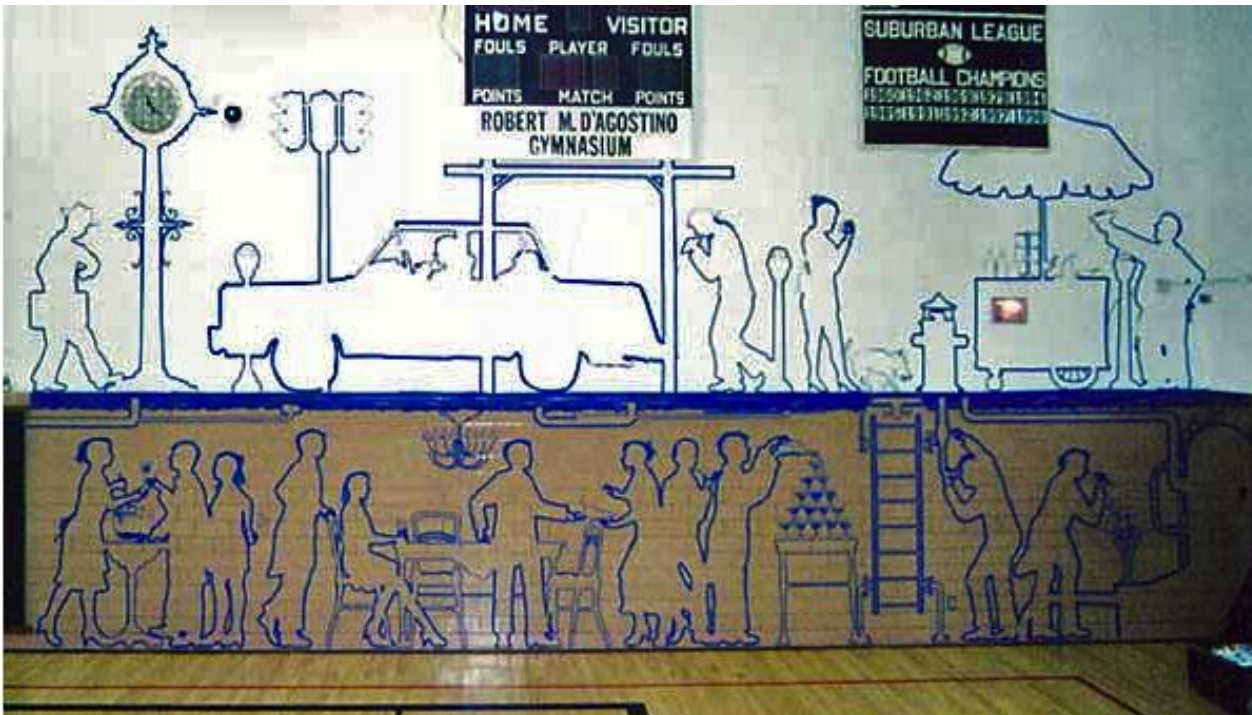


Participatory Public Art



Participatory Public Art: Temporary

- Can be any scale
- Not meant to last long = less expensive materials
- Because it is temporary it is also an event
- Can enliven public space and begin many important conversations
- Still need the best artist for the job



Participatory Public Art : Temporary



Participatory Public Art : Temporary



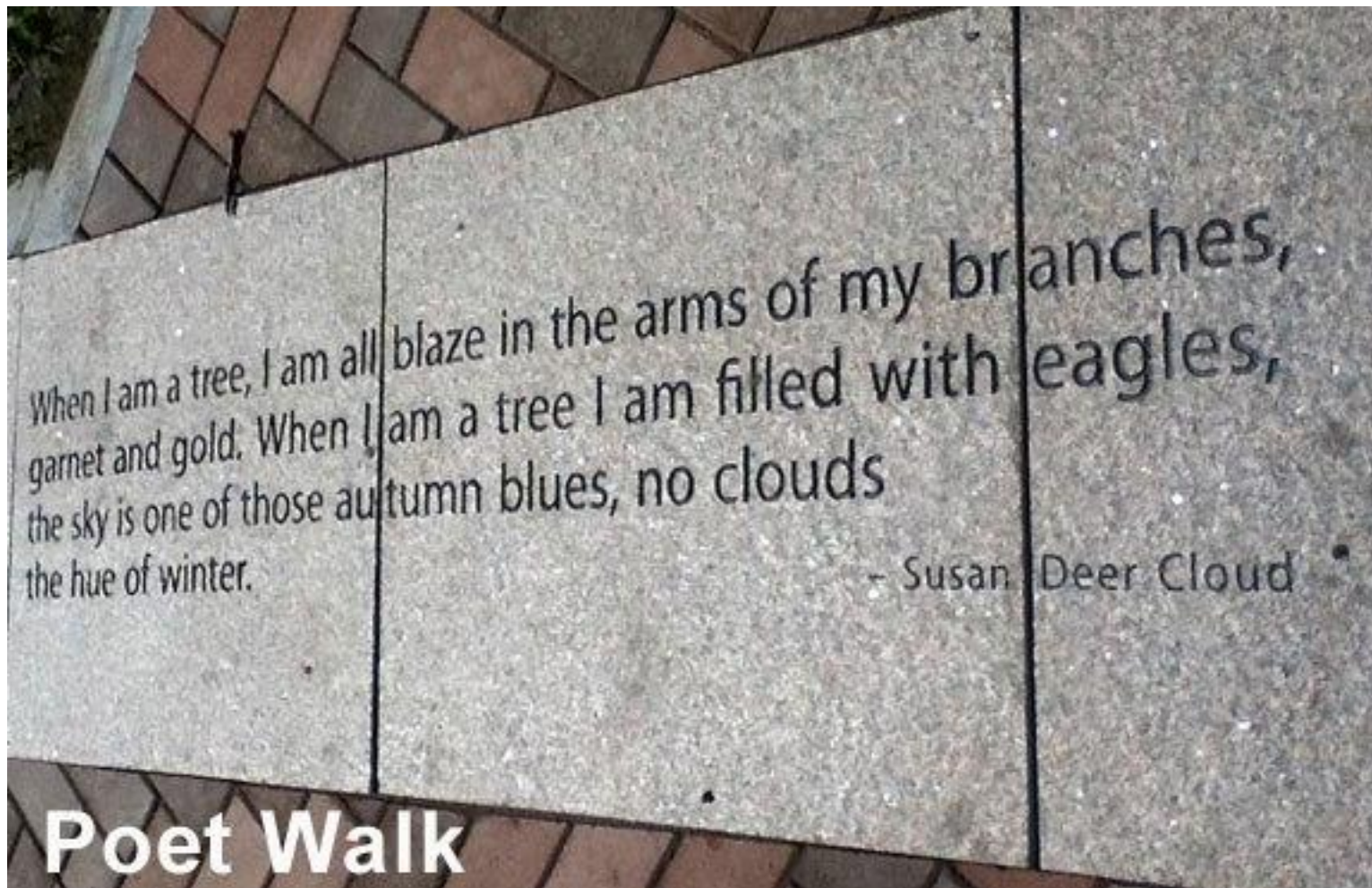
Interactive Public Art



Interactive Public Art



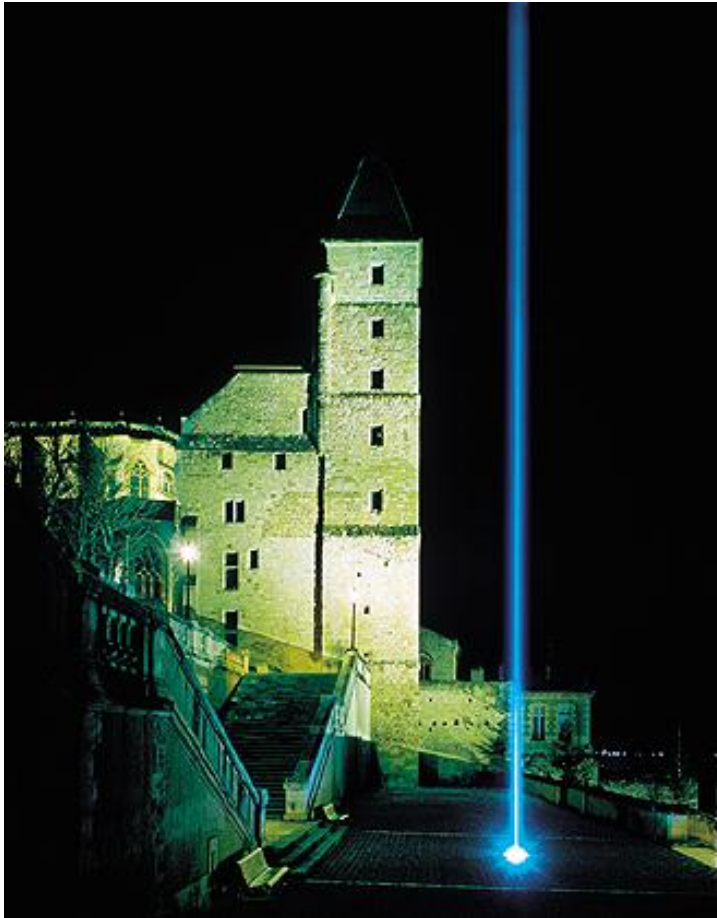
Interactive Public Art



Artistic Lighting and Light Art



Artistic Lighting and Light Art



Murals



A handful of keys



Murals



A handful of keys



Murals



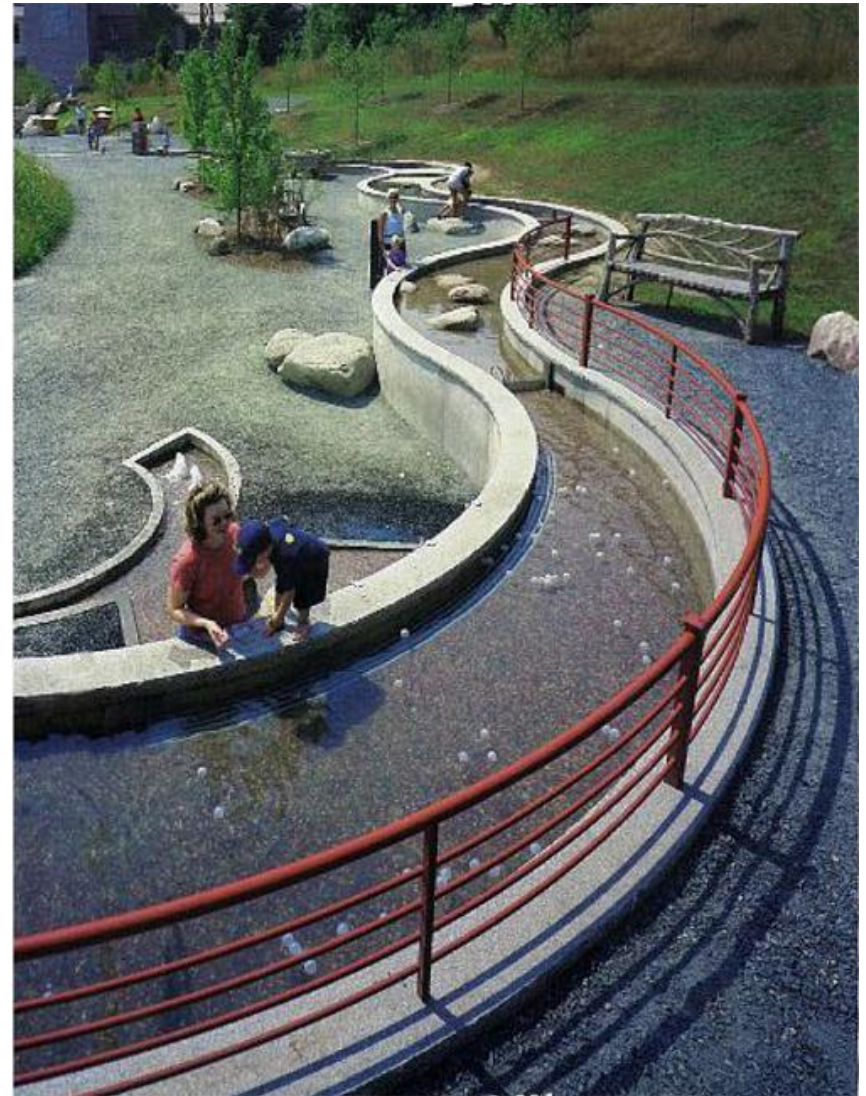
Murals



Urban Art Trail



Urban Art Trail

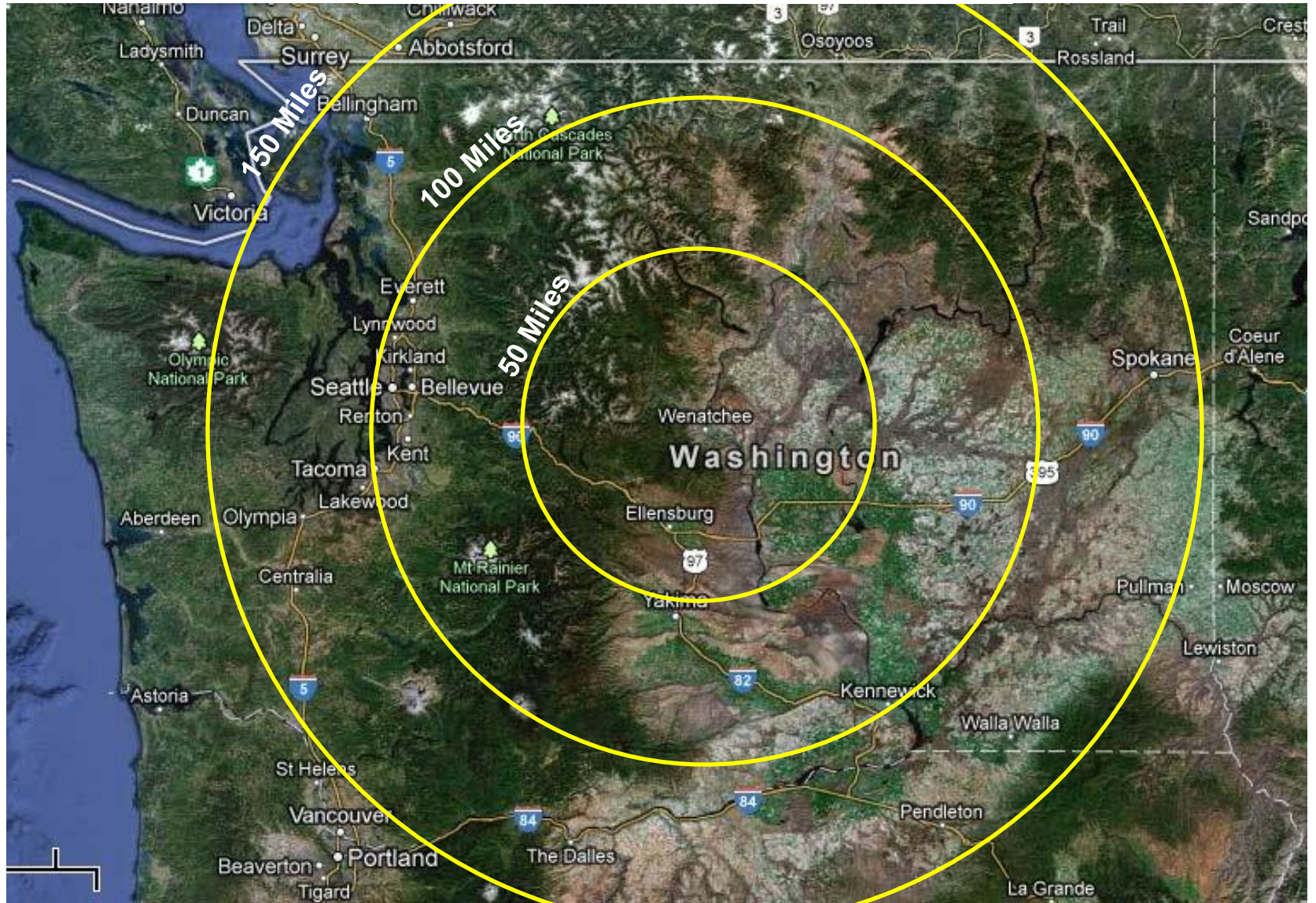


Regionalism

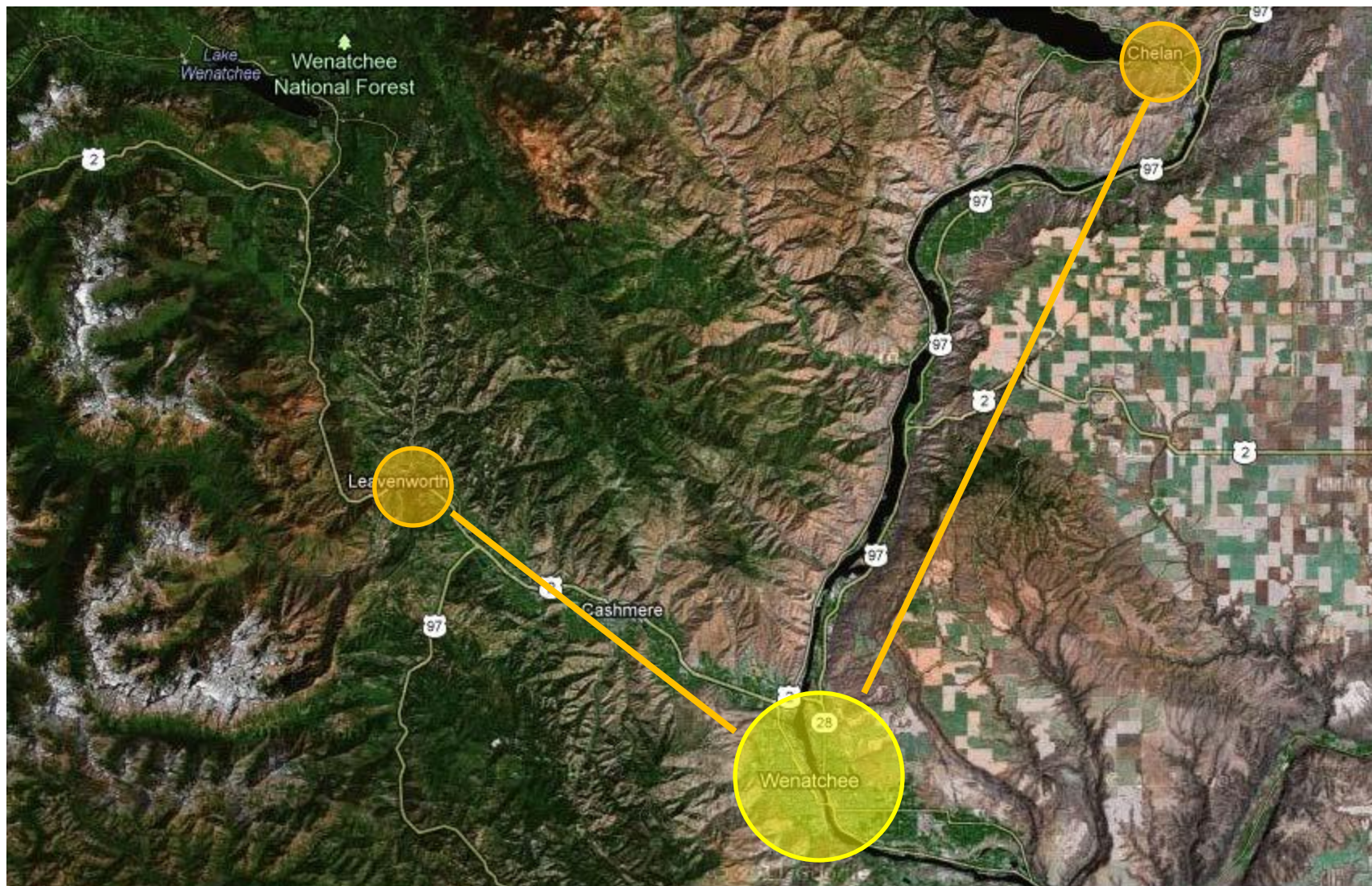
- Enhanced conversations between Wenatchee, East Wenatchee, Chelan County and Douglas County
- Coordination of wide variety of Taxing Districts
- Municipal Park District and regional trail system
- Tourism



Tourism



Tourism



Localism

- Local Activity Clearinghouse/Message Boards
 - Kiosks?
- Neighborhood Watch Program
 - Engagement/Awareness
- Community Action Councils
 - Interface to City Government
- Revisions to Councilmanic System
 - Hybrid of Districts and At-Large Representation



The SDAT Team

Teresa Cochran – Frederick, MD

Ignacio Correa-Ortiz – Denver, CO

Miquela Craytor – New York, NY

Jan Dyer – Los Angeles, CA

Tom Liebel – Baltimore, MD

Jim Sonnhalter – Euclid, OH

Joel Mills – AIA National

Erin Simmons – AIA National

